

The City of South Tucson, Arizona Residential Target Market Analysis

The Appendix

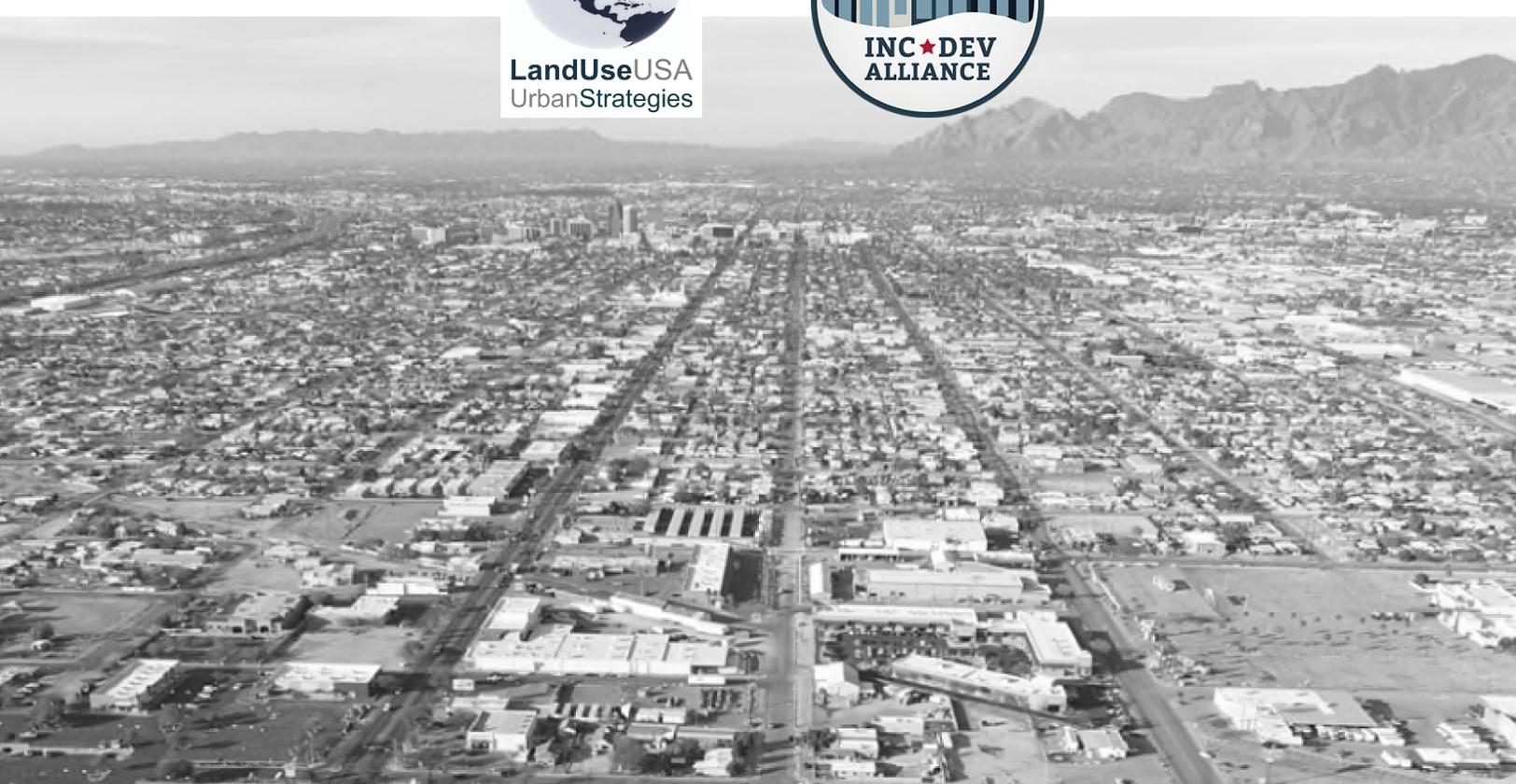
April 13, 2021

Analysis
prepared by:



LandUseUSA
UrbanStrategies

In collaboration
with:



Residential TMA

The Market Study

Section A	Market Potential - Maximum
Section B	Market Potential - Minimum
Section C	Households and Income
Section D	Housing Units and Vacancies
Section E	Home Values and Rents
Section F	Income and Price Brackets
Section G	Existing Choices – For Lease
Section H	Movership Rates by Tenure

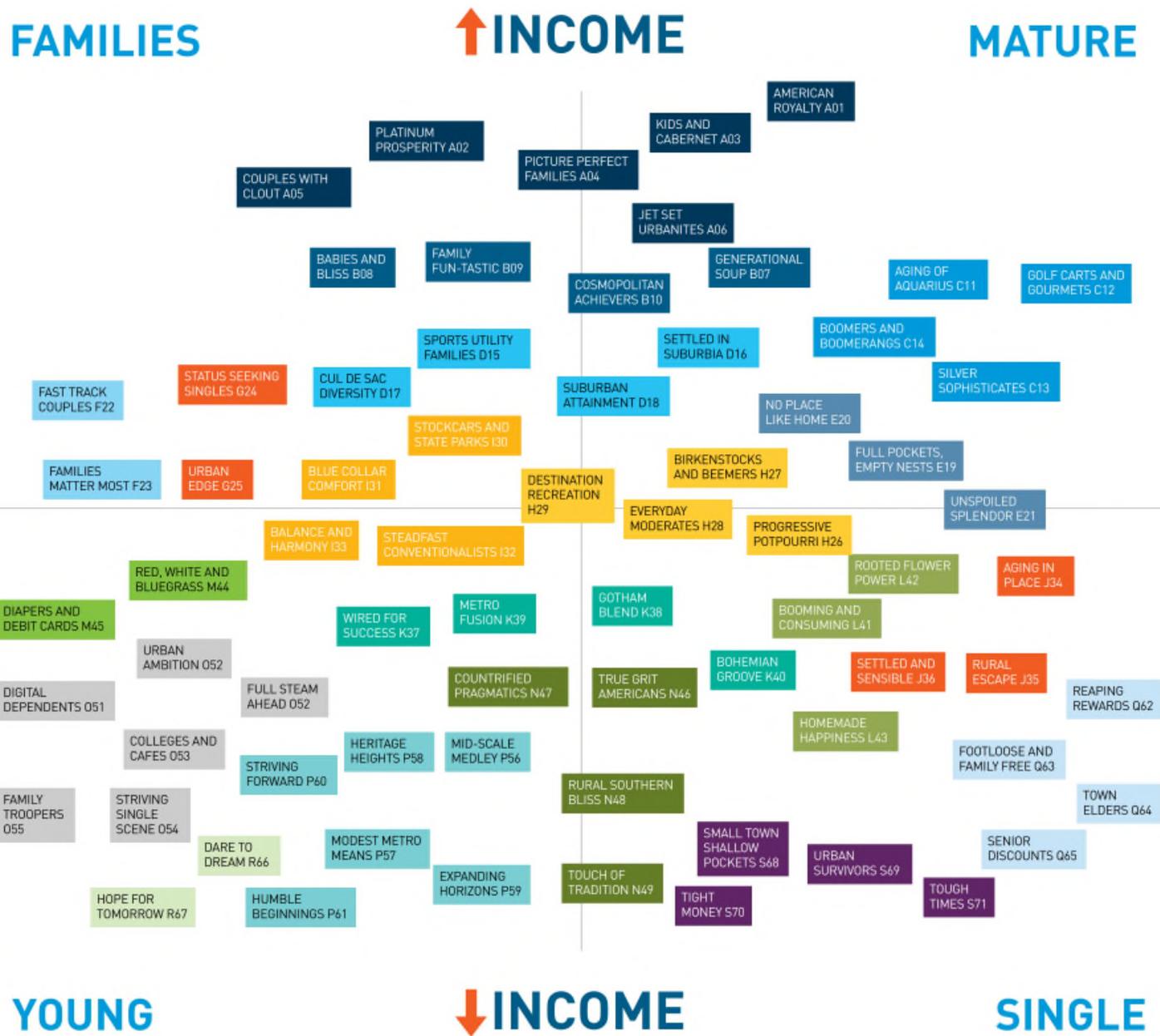
The Appendix

Section I	71 Lifestyle Clusters
Section J	Target Markets – Owners
Section K	Target Markets – Renters
Section L	Supplemental Demographics

Section I

71 Lifestyle Clusters - The Mosaic by Income

Experian Decision Analytics; 2019 - 2020



71 Lifestyle Clusters - The Mosaic Experian Decision Analytics; 2019 - 2020

A POWER ELITE

American Royalty A01
Age: 51-65 years, \$250k
Single Family, 5+
Age of children: 13-18
Tech Use: Below Average
Prestigious housing; Luxury living;
Upscale cars; Healthy lifestyles;
Charitable giving; World travelers

Couples with Clout A05
Age: 36-45, \$175-\$199k
Single family, 2
Tech Use: Excellent
Affluent; Designer-brand
conscious; Politically conservative;
Risk takers; Active social lives;
Highly educated

Jet Set Urbanites A06
Age: 51-65 years, \$250k
Multi-family, 1
Tech Use: Excellent
Upscale urban living; Busy social
lives; Highly educated; Supporter
of fine arts; Avid *NY Times* readers;
Politically liberal

Kids and Cabernet A03
Age: 36-45, \$175-\$199k
Single family, 5+
Age of children: 10-12
Tech Use: Below Average
Affluent young families;
Foodies; Politically conservative;
Saving for college; PTA members;
Family vacations

Picture Perfect Families A04
Age: 46-50, \$125-149k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Wealthy households; Educated;
Digitally plugged-in; PTA
members; Practical priorities;
Travel enthusiasts

Platinum Prosperity A02
Age: 51-65 years, \$250k
Single Family, 2
Tech Use: Below Average
Luxury products; Empty-nesters;
Political donor; Country club
members; Philanthropic;
Investment-savvy

B FLOURISHING FAMILIES

Babies and Bliss B08
Age: 35-45, \$100-\$124k
Single family, 5+
Age of children: 4-6
Tech Use: Above Average
Athletic activities; Engaged
Parenting; Child oriented
purchases; Large families; High
credit awareness; Online shoppers

Cosmopolitan Achievers B10
Age: 51-65, \$75-99k
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Bilingual; Luxury living; Family
abroad; Status spenders;
Economic literature;
Progressive liberals

Family Fun-tastic B09
Age: 36-45, \$75-99k
Single Family, 5+
Age of children: 13-18
Tech Use: Above Average
Bargain hunters; Comfortable
spending; Saving for college;
Charity donor; Sports fans;
Active lifestyles

Generational Soup B07
Age: 51-65, \$125-149k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Environmental donor; Outdoor
hobbies; Fitness club members;
Rooted in the suburbs;
Multigenerational households;
Affluent

C BOOMING WITH CONFIDENCE

Aging of Aquarius C11
Age: 51-65, \$75-99k
Single family, 3
Tech Use: Below Average
Affluent; College sports fans;
Upscale housing; Highly educated;
Philanthropic; Savvy investor

Boomers and Boomerangs C14
Age: 51-65, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburbanites; Middle-class
families; Politically conservative;
Big spenders; Charitable;
Multigenerational households

Golf Carts and Gourmets C12
Age: 66-75, \$100-124k
Single family, 2
Tech Use: Below Average
Resort sports; Highly educated;
Luxury living; Country club
members; Financially savvy;
Music lover

Silver Sophisticates C13
Age: 66-75, \$175-199k
Single family, 2
Tech Use: Below Average
Retiring in comfort; Experienced
travelers; Art connoisseurs;
Philanthropic; Retirement
investments; Ecological lifestyles

D SUBURBAN STYLE

Cul de Sac Diversity D17
Age: 36-45, \$75-99k
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Career-focused;
2nd generation success; Saving
for college; Outdoor activities;
Professional sports fans

Settled in Suburbia D16
Age: 46-50, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Comfortable lifestyles; Diverse
investments; Confident consumers;
Active kids; Movie-goers; Theme
park vacations

Sports Utility Families D15
Age: 36-45, \$75-99k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Suburb living; Comfortable
spending; Athletic activities;
Outdoor leisure; Saving for college;
Soccer moms/dads

Suburban Attainment D18
Age: 51-65, \$50-75k
Single family, 3
Age of children: 13-18
Tech Use: Below Average
Racially diverse; Politically liberal;
Power shoppers; Active lifestyles;
Jazz listeners; Brick and
mortar shoppers

E THRIVING BOOMERS

Full Pockets, Empty Nests E19
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Below Average
Empty nesters; Highly educated;
City dwellers; Environmental
advocates; Well-traveled;
Fitness minded

No Place Like Home E20
Age: 51-65, \$75-99k
Single family, 5+
Age of children: 0-3
Tech Use: Below Average
Smart shoppers; Contribute to
charities; Multi-generational
homes; Tailgaters; Financially
informed; Conservative values

Unspoiled Splendor E21
Age: 51-65, \$50-74k
Single family, 2
Tech Use: Below Average
Price conscious; Politically
conservative; Do-it-yourselfers;
NASCAR fanatics; Outdoor
enthusiasts; Domestic travelers

F PROMISING FAMILIES

Fast Track Couples F22
Age: 31-35, \$100-124k
Single family, 2
Age of children: 0-3
Tech Use: Above Average
Credit aware; Comfortable spender;
Active lifestyles; Tech savvy; Music
lovers; Football fans

Families Matter Most F23
Age: 31-35, \$75-99k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Sprawling families; Family
vacations; PTA parents; Child
related purchases; Internet active;
Credit revolver

G YOUNG CITY SOLOS

Status Seeking Singles G24
Age: 36-45, \$50-74k
Single family, 1
Tech Use: Above Average
Single city dweller; Highly
educated; Upwardly mobile;
Professionals; Physically fit;
Foodies

Urban Edge G25
Age: 25-30, \$50-74k
Multi-family: 101+, 1
Tech Use: Above Average
Progressive views; Urban-
dwellers; Environmental
advocates; Ambitious; Highly
educated; Exercise enthusiasts

H MIDDLE-CLASS MELTING POT

Birkenstocks and Beemers H27
Age: 46-50, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Suburb living; Active investors;
Comfortable spending; Yogis;
Charitable giving; Outdoor
activities

Destination Recreation H29
Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Risk takers; Entrepreneurial spirit;
Money isn't everything;
Sports focused; Outdoor
recreation; Price conscious

Everyday Moderates H28
Age: 51-65, \$50-74k
Single family, 2
Age of children: 13-18
Tech Use: Excellent
Credit aware; Comfortable
living; Brand conscious; Fashion
oriented; Financially alert;
Middle of the road views

Progressive Potpourri H26
Age: 51-65, \$50-74k
Single family, 2
Age of children: 13-18
Tech Use: Below Average
Bilingual; Ethnically diverse; Urban
centric; Status spenders; Family
abroad; Comfortable lifestyles

I FAMILY UNION

Balance and Harmony I33
Age: 36-45, \$50-74k
Single family, 2
Age of children: 10-12
Tech Use: Excellent
Bilingual households; Roots
abroad; Blue-collar income;
Athletic fitness; Soccer fans;
Financially curious

Blue Collar Comfort I31
Age: 36-45, \$50-74k
Single family, 5+
Age of children: 13-18
Tech Use: Excellent
Multi-generational households;
Patriotic; Middle class comfort;
Older homes; Union workers;
Bargain hunters

Steadfast Conventionalists I32
Age: 51-65, \$50-74k
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Ethnically diverse; Foreign
travelers; Family abroad;
Limited investments; High school
educated; Health conscious

Stock Cars and State Parks I30
Age: 46-50, \$50-74k
Single family, 5+
Age of children: 13-18
Tech Use: Below Average
Country living; Outdoor activities;
Blue-collar jobs; Family-centric
activities; Conservative views;
Motor sports fans

J AUTUMN YEARS

Aging in Place J34
Age: 66-75, \$50-74k
Single family, 2
Tech Use: Very Poor
Retired; Fine arts appreciation;
Financially secure; AARP
members; Avid newspaper reader;
Republican

Rural Escape J35
Age: 66-75, \$35-49k
Single family, 2
Tech Use: Very Poor
Country living; Modest educations;
Risk adverse; Outdoor activities;
Traditional media; Aftermarket
buyers

Settled and Sensible J36
Age: 51-65, \$50-74k
Single family, 2
Tech Use: Very Poor
Humble living; Modest spending;
Limited financial savings;
Retired; Stable lifestyle;
Limited internet activity

K SIGNIFICANT SINGLES

Bohemian Groove K40
Age: 51-65, <\$15k
Single family, 1
Tech Use: Very Poor
Apartment dwellers; Single adults;
Environmentally sympathetic;
Modest living; Value-conscious
shoppers; Eclectic interests

Gotham Blend K38
Age: 51-65, \$50-74k
Multi-family: 2 units, 1
Tech Use: Excellent
City lifestyle; Environmental donor;
Bilingual; Aspirational consumers;
Culturally diverse Newspaper
readers

Metro Fusion K39
Age: 36-45, \$50-74k
Single family, 1
Tech Use: Excellent
City apartment living; Family
abroad; Ethnically diverse; Modest
investments; Digitally dependent;
Youthful perseverance

Wired for Success K37
Age: 36-45, \$35-49k
Multi-family: 101+, 1
Tech Use: Above Average
Conspicuous consumption; Status
seekers; Digital media gurus;
Value education; Liberal
household; Active lifestyles

L BLUE SKY BOOMERS

Booming and Consuming L41
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Below Average
Busy social lives; Diversified
investments; Home and garden
enthusiasts; Open-minded;
Balanced shoppers;
Disposable income

Homemade Happiness L43
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Very Poor
Humble rural living; Hunting/
fishing; Blue-collar and
agricultural jobs; Cash not credit;
Pragmatic shoppers; Traditional
family values

Rooted Flower Power L42
Age: 51-65, \$50-74k
Single family, 1
Tech Use: Above Average
Philanthropist; Deeply rooted;
Single adults; Bargain hunters;
Liberal; Clubs and volunteering

M FAMILIES IN MOTION

Diapers and Debit Cards M45
Age: 31-35, \$35-49k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Rural living; Home-based family
activities; Enjoy bargain hunting;
Middle of the road politics; Early
childrearing years; Bowling and
pool leagues

Red, White and Bluegrass M44
Age: 36-45, \$50-74k
Single family, 5+
Age of children: 4-6
Tech Use: Excellent
Family-centered activities; Rural
communities; Working-class
lifestyles; Racing fan; Modest
financial investments; Country life

N PASTORAL PRIDE

Countrified Pragmatics N47
Age: 51-65, \$35-49k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Remote rural communities;
Patriotic; Independent streak;
Modest housing; Active outdoor
lifestyles; Risk takers

Rural Southern Bliss N48
Age: 51-65, \$50-74k
Single family, 5+
Age of children: 0-3
Tech Use: Excellent
Fashionable; Limited discretionary
spend; Aspirational;
Multigenerational households;
Modest educations; Status
shoppers

Touch of Tradition N49
Age: 36-45, \$35-49k
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Frugal; Working-class sensibility;
Home-based activities; Sports TV;
Remote settings; Hunting/fishing

True Grit Americans N46

Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Very Poor
Rural residences; Live within
means; Outdoor activities;
After-market buyers; Practical
priorities; Cowboy values

O SINGLES

Colleges and Cafes O53
Age: 19-24, <\$15k
Multi-family: 101+ units, 1
Tech Use: Very Poor
University towns; Single adults;
Risk takers; Active lifestyles;
Politically disengaged;
Well-educated

Digital Dependents O51
Age: 25-30, \$35-49k
Single family, 1
Age of children: 0-3
Tech Use: Excellent
Ambitious; Appearances are
important; Single adults;
Outdoor activities; Music lovers;
Digitally savvy

Family Troopers O55
Age: 25-30, <\$15k
Multi-family: 5-9 units, 2
Age of children: 0-3
Tech Use: Excellent
Renters; Military base communities;
Ethnically diverse; Children's
activities; Limited educations;
Active social lives

Full Steam Ahead O50
Age: 36-45, <\$15k
Multi-family: 101+ units, 1
Age of children: 13-18
Tech Use: Very Poor
Busy lives; Television fans; Single
adults; Informed shopper; Leaning
liberal; Competitive sports

Striving Single Scene O54
Age: 25-30, <\$15k
Multi-family: 101+ units, 1
Tech Use: Excellent
Career-driven; Urban-centric;
Digitally dependent; Active social
lives; Gym memberships; Music fan

Urban Ambition O52
Age: 31-35, <\$15k
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Very Poor
Racially diverse; Singles and single
parents; City apartment renters;
Music hip; Technology adapting;
Video games

P CULTURAL CONNECTIONS

Expanding Horizons P59
Age: 36-45, \$35-49k
Single family, 5+
Age of children: 10-12
Tech Use: Excellent
Blue-collar jobs; Bilingual;
Style conscious; Budget
constraints; Preteens and teens;
Team sports

Heritage Heights P58
Age: 36-45, <\$15k
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Excellent
Ethnically eclectic; Fashion
forward; Artistically inclined;
Bilingual; Single parents;
Appearances matter

Humble Beginnings P61
Age: 36-45, <\$15k
Multi-family: 101+ units, 1
Age of children: 10-12
Tech Use: Excellent
Rental housing; Single parents;
Bilingual; Driven to impress;
Family abroad; Style on a budget

Mid-scale Medley P56
Age: 36-45, \$50-74k
Single family, 1
Age of children: 13-18
Tech Use: Below Average
Modest living; Single adults;
Trendsetters; Cash over credit;
Outdoor leisure; Family abroad

Modest Metro Means P57
Age: 51-65, <\$15k
Multi-family: 2 units, 1
Age of children: 13-18
Tech Use: Very Poor
Public transportation; Ethnically
diverse; Single parents; Rental
housing; TV watchers;
Opportunity seekers

Striving Forward P60

Age: 36-45, <\$15k
Multi-family: 5-9 units, 1
Age of children: 10-12
Tech Use: Excellent
Multi-ethnic; Ambitious;
Single parents; Family activities;
Active athletes; Fashionable

Q GOLDEN YEAR GUARDIANS

Footloose and Family Free Q63
Age: 76+, \$15-24k
Single family, 1
Tech Use: Below Average
Retirees; Epicurean; Healthy living;
Active social lives; Well-invested;
Financially secure

Reaping Rewards Q62
Age: 76+, \$35-49k
Single family, 2
Tech Use: Very Poor
Retirees; Established credit;
Cruise vacations; Daytime
entertainment; Brand loyal;
Republican supporter

Town Elders Q64
Age: 76+, \$15-24k
Single family, 1
Tech Use: Very Poor
Spiritual; Cautious money
managers; Seniors; Home-
centered activities; Health-related
purchases; Rural lifestyle

Senior Discounts Q65
Age: 76+, <\$15k
Multi-family: 101+ units, 1
Tech Use: Very Poor
Discount shoppers; Retirement
residences; TV entertainment;
Active leisure lives; Active health
maintenance; Avid newspaper
readers

R ASPIRATIONAL FUSION

Dare to Dream R66
Age: 26-30, <\$15k
Multi-family: 5-9 units, 1
Age of children: 13-18
Tech Use: Above Average
Single parents; Apartment dweller;
Bilingual; Brand-conscious; Team
sports; Window-shoppers

Hope for Tomorrow R67
Age: 19-24, <\$15k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Single parents; Striving for
more; City living; Shopping as
entertainment; Seeking approval;
Cash not credit

S ECONOMIC CHALLENGES

Small Town Shallow Pockets S68
Age: 51-65, <\$15k
Single family, 1
Tech Use: Very Poor
Modest spenders; Rural towns;
Single, empty nesters; Frequent
movers; Modest educations;
Status seeking purchases

Tight Money S70
Age: 36-45, <\$15k
Multi-family: 20-49 units, 1
Age of children: 13-18
Tech Use: Excellent
Rental housing; Rural towns;
Blue-collar jobs; Simple lifestyles;
Bargain hunters; Status shoppers

Tough Times S71
Age: 51-65, <\$15k
Multi-family: 101+ units, 1
Tech Use: Excellent
City renters; Ethnically diverse;
Brand conscious; Aspirational;
Limited budgets;
Appearances matter

Urban Survivors S69
Age: 51-65, <\$15k
Single family, 1
Age of children: 13-18
Tech Use: Excellent
Modest budgets; Racially
diverse; Entrepreneurial spirit;
Homeowners; Materialistic
aspirations; Style on a budget

71 Lifestyle Clusters - General Approach Experian Decision Analytics; 2019 - 2020

More than 300 data points have been used to build Mosaic USA. These have been selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability.

The data variables enable accurate identification and differentiation between a wide range of consumer characteristics and attributes. (See the list below.)

The data variables are updated quarterly to ensure continued accuracy in assignments of the Mosaic codes.

In general, they meet the following criteria:

- Allow the identification and description of consumer segments that are not necessarily distinguished solely by the use of census data.
- Ensure accuracy of Mosaic code by either household or neighborhood.
- Are updated regularly to ensure that changes are monitored.
- Improve differentiation and allow for the identification of a wide range of consumer behaviors.

Characteristics and Attributes

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

Existing Households by Lifestyle Cluster The City of South Tucson, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	0	0%
A02	Platinum Prosperity	0	0%
A03	Kids and Cabernet	0	0%
A04	Picture Perfect Families	0	0%
A05	Couples with Clout	0	0%
A06	Jet Set Urbanites	0	0%
B07	Generational Soup	0	0%
B08	Babies and Bliss	0	0%
B09	Family Fun-tastic	0	0%
B10	Cosmopolitan Achievers	0	0%
C11	Aging of Aquarius	0	0%
C12	Golf Carts and Gourmets	0	0%
C13	Silver Sophisticates	0	0%
C14	Boomers and Boomerangs	0	0%
D15	Sports Utility Families	0	0%
D16	Settled in Suburbia	0	0%
D17	Cul de Sac Diversity	0	0%
D18	Suburban Attainment	0	0%
E19	Full Pockets, Empty Nests	0	0%
E20	No Place Like Home	1	0%
E21	Unspoiled Splendor	0	0%
F22	Fast Track Couples	0	0%
F23	Families Matter Most	0	0%
G24	Status Seeking Singles	0	0%
G25	Urban Edge	0	0%
H26	Progressive Potpourri	0	0%
H27	Birkenstocks and Beemers	0	0%
H28	Everyday Moderates	1	0%
H29	Destination Recreation	0	0%
I30	Stockcars and State Parks	0	0%
I31	Blue Collar Comfort	3	0%
I32	Steadfast Conventionalists	13	1%
I33	Balance and Harmony	7	0%
J34	Aging in Place	0	0%
J35	Rural Escape	0	0%
J36	Settled and Sensible	19	1%

Existing Households by Lifestyle Cluster The City of South Tucson, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	0	0%
K38	Gotham Blend	3	0%
K39	Metro Fusion	0	0%
K40	Bohemian Groove	14	1%
L41	Booming and Consuming	0	0%
L42	Rooted Flower Power	71	4%
L43	Homemade Happiness	0	0%
M44	Red, White and Bluegrass	11	1%
M45	Diapers and Debit Cards	14	1%
N46	True Grit Americans	0	0%
N47	Countrified Pragmatics	0	0%
N48	Rural Southern Bliss	0	0%
N49	Touch of Tradition	0	0%
O50	Full Steam Ahead	1	0%
O51	Digital Dependents	22	1%
O52	Urban Ambition	0	0%
O53	Colleges and Cafes	0	0%
O54	Striving Single Scene	12	1%
O55	Family Troopers	71	4%
P56	Mid-scale Medley	19	1%
P57	Modest Metro Means	0	0%
P58	Heritage Heights	0	0%
P59	Expanding Horizons	684	36%
P60	Striving Forward	235	12%
P61	Humble Beginnings	95	5%
Q62	Reaping Rewards	0	0%
Q63	Footloose and Family Free	0	0%
Q64	Town Elders	215	11%
Q65	Senior Discounts	44	2%
R66	Dare to Dream	216	11%
R67	Hope for Tomorrow	4	0%
S68	Small Town Shallow Pockets	55	3%
S69	Urban Survivors	2	0%
S70	Tight Money	3	0%
S71	Tough Times	74	4%
Total Households in the Data Set		1,909	100%
Lifestyle Clusters 1 - 36		25	1%
Lifestyle Clusters 37 - 71		1,884	99%

Existing Households by Lifestyle Cluster The City of Tucson, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	6	0%
A02	Platinum Prosperity	798	0%
A03	Kids and Cabernet	82	0%
A04	Picture Perfect Families	649	0%
A05	Couples with Clout	496	0%
A06	Jet Set Urbanites	23	0%
B07	Generational Soup	60	0%
B08	Babies and Bliss	626	0%
B09	Family Fun-tastic	4,719	2%
B10	Cosmopolitan Achievers	21	0%
C11	Aging of Aquarius	3,841	2%
C12	Golf Carts and Gourmets	309	0%
C13	Silver Sophisticates	893	0%
C14	Boomers and Boomerangs	1,850	1%
D15	Sports Utility Families	415	0%
D16	Settled in Suburbia	1,072	0%
D17	Cul de Sac Diversity	1,024	0%
D18	Suburban Attainment	325	0%
E19	Full Pockets, Empty Nests	4,575	2%
E20	No Place Like Home	6,769	3%
E21	Unspoiled Splendor	327	0%
F22	Fast Track Couples	2,965	1%
F23	Families Matter Most	1,284	1%
G24	Status Seeking Singles	4,006	2%
G25	Urban Edge	362	0%
H26	Progressive Potpourri	1,537	1%
H27	Birkenstocks and Beemers	743	0%
H28	Everyday Moderates	2,407	1%
H29	Destination Recreation	811	0%
I30	Stockcars and State Parks	3	0%
I31	Blue Collar Comfort	4,840	2%
I32	Steadfast Conventionalists	1,087	1%
I33	Balance and Harmony	6,136	3%
J34	Aging in Place	9,056	4%
J35	Rural Escape	1	0%
J36	Settled and Sensible	3,354	2%

Existing Households by Lifestyle Cluster The City of Tucson, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	486	0%
K38	Gotham Blend	37	0%
K39	Metro Fusion	989	0%
K40	Bohemian Groove	12,665	6%
L41	Booming and Consuming	891	0%
L42	Rooted Flower Power	18,521	9%
L43	Homemade Happiness	117	0%
M44	Red, White and Bluegrass	180	0%
M45	Diapers and Debit Cards	2,025	1%
N46	True Grit Americans	224	0%
N47	Countrified Pragmatics	6	0%
N48	Rural Southern Bliss	114	0%
N49	Touch of Tradition	2	0%
O50	Full Steam Ahead	2,567	1%
O51	Digital Dependents	8,354	4%
O52	Urban Ambition	378	0%
O53	Colleges and Cafes	10,756	5%
O54	Striving Single Scene	14,269	7%
O55	Family Troopers	5,792	3%
P56	Mid-scale Medley	6,605	3%
P57	Modest Metro Means	75	0%
P58	Heritage Heights	30	0%
P59	Expanding Horizons	14,072	7%
P60	Striving Forward	2,810	1%
P61	Humble Beginnings	6,693	3%
Q62	Reaping Rewards	2,413	1%
Q63	Footloose and Family Free	817	0%
Q64	Town Elders	9,198	4%
Q65	Senior Discounts	9,451	4%
R66	Dare to Dream	8,576	4%
R67	Hope for Tomorrow	173	0%
S68	Small Town Shallow Pockets	1,618	1%
S69	Urban Survivors	183	0%
S70	Tight Money	77	0%
S71	Tough Times	6,946	3%
Total Households in the Data Set		215,578	100%
Lifestyle Clusters 1 - 36		64,117	30%
Lifestyle Clusters 37 - 71		151,461	70%

Existing Households by Lifestyle Cluster Pima County, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	2,636	1%
A02	Platinum Prosperity	7,714	2%
A03	Kids and Cabernet	746	0%
A04	Picture Perfect Families	4,205	1%
A05	Couples with Clout	2,594	1%
A06	Jet Set Urbanites	63	0%
B07	Generational Soup	665	0%
B08	Babies and Bliss	2,633	1%
B09	Family Fun-tastic	6,763	2%
B10	Cosmopolitan Achievers	99	0%
C11	Aging of Aquarius	14,707	4%
C12	Golf Carts and Gourmets	7,740	2%
C13	Silver Sophisticates	10,393	2%
C14	Boomers and Boomerangs	5,883	1%
D15	Sports Utility Families	2,465	1%
D16	Settled in Suburbia	4,149	1%
D17	Cul de Sac Diversity	3,554	1%
D18	Suburban Attainment	548	0%
E19	Full Pockets, Empty Nests	6,116	1%
E20	No Place Like Home	13,197	3%
E21	Unspoiled Splendor	3,318	1%
F22	Fast Track Couples	11,894	3%
F23	Families Matter Most	3,479	1%
G24	Status Seeking Singles	4,889	1%
G25	Urban Edge	550	0%
H26	Progressive Potpourri	2,548	1%
H27	Birkenstocks and Beemers	3,990	1%
H28	Everyday Moderates	6,501	2%
H29	Destination Recreation	1,892	0%
I30	Stockcars and State Parks	571	0%
I31	Blue Collar Comfort	6,686	2%
I32	Steadfast Conventionalists	1,360	0%
I33	Balance and Harmony	13,498	3%
J34	Aging in Place	16,669	4%
J35	Rural Escape	442	0%
J36	Settled and Sensible	6,748	2%

Existing Households by Lifestyle Cluster Pima County, Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	2,975	1%
K38	Gotham Blend	44	0%
K39	Metro Fusion	1,264	0%
K40	Bohemian Groove	14,737	4%
L41	Booming and Consuming	5,820	1%
L42	Rooted Flower Power	23,616	6%
L43	Homemade Happiness	5,273	1%
M44	Red, White and Bluegrass	2,117	1%
M45	Diapers and Debit Cards	3,543	1%
N46	True Grit Americans	493	0%
N47	Countrified Pragmatics	744	0%
N48	Rural Southern Bliss	213	0%
N49	Touch of Tradition	640	0%
O50	Full Steam Ahead	4,022	1%
O51	Digital Dependents	15,241	4%
O52	Urban Ambition	427	0%
O53	Colleges and Cafes	10,784	3%
O54	Striving Single Scene	17,923	4%
O55	Family Troopers	7,795	2%
P56	Mid-scale Medley	7,850	2%
P57	Modest Metro Means	81	0%
P58	Heritage Heights	30	0%
P59	Expanding Horizons	18,698	4%
P60	Striving Forward	3,495	1%
P61	Humble Beginnings	7,614	2%
Q62	Reaping Rewards	12,076	3%
Q63	Footloose and Family Free	13,219	3%
Q64	Town Elders	17,149	4%
Q65	Senior Discounts	14,236	3%
R66	Dare to Dream	10,374	2%
R67	Hope for Tomorrow	189	0%
S68	Small Town Shallow Pockets	3,558	1%
S69	Urban Survivors	216	0%
S70	Tight Money	251	0%
S71	Tough Times	7,593	2%
Total Households in the Data Set		416,208	100%
Lifestyle Clusters 1 - 36		175,159	42%
Lifestyle Clusters 37 - 71		241,049	58%

Existing Households by Lifestyle Cluster The State of Arizona | 2020

Cluster	Description	Households (2020)	Share of Total
A01	American Royalty	47,449	2%
A02	Platinum Prosperity	40,744	2%
A03	Kids and Cabernet	19,038	1%
A04	Picture Perfect Families	21,739	1%
A05	Couples with Clout	34,119	1%
A06	Jet Set Urbanites	4,922	0%
B07	Generational Soup	52,176	2%
B08	Babies and Bliss	29,777	1%
B09	Family Fun-tastic	29,787	1%
B10	Cosmopolitan Achievers	1,441	0%
C11	Aging of Aquarius	77,694	3%
C12	Golf Carts and Gourmets	71,617	3%
C13	Silver Sophisticates	68,187	3%
C14	Boomers and Boomerangs	45,637	2%
D15	Sports Utility Families	14,027	1%
D16	Settled in Suburbia	25,615	1%
D17	Cul de Sac Diversity	42,664	2%
D18	Suburban Attainment	6,120	0%
E19	Full Pockets, Empty Nests	37,576	1%
E20	No Place Like Home	68,640	3%
E21	Unspoiled Splendor	21,206	1%
F22	Fast Track Couples	110,795	4%
F23	Families Matter Most	27,272	1%
G24	Status Seeking Singles	39,830	1%
G25	Urban Edge	14,977	1%
H26	Progressive Potpourri	26,802	1%
H27	Birkenstocks and Beemers	23,146	1%
H28	Everyday Moderates	55,374	2%
H29	Destination Recreation	10,796	0%
I30	Stockcars and State Parks	4,332	0%
I31	Blue Collar Comfort	25,752	1%
I32	Steadfast Conventionalists	28,414	1%
I33	Balance and Harmony	87,496	3%
J34	Aging in Place	67,942	3%
J35	Rural Escape	6,383	0%
J36	Settled and Sensible	29,368	1%

Existing Households by Lifestyle Cluster The State of Arizona | 2020

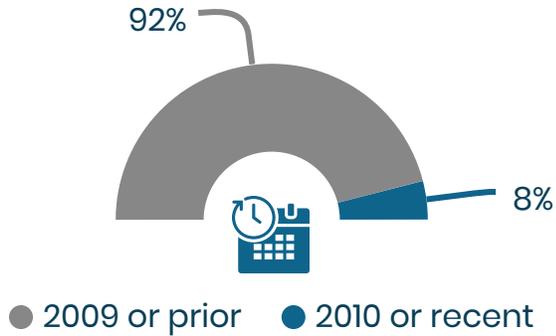
Cluster	Description	Households (2020)	Share of Total
K37	Wired for Success	31,591	1%
K38	Gotham Blend	704	0%
K39	Metro Fusion	11,313	0%
K40	Bohemian Groove	57,602	2%
L41	Booming and Consuming	73,686	3%
L42	Rooted Flower Power	91,788	3%
L43	Homemade Happiness	31,195	1%
M44	Red, White and Bluegrass	13,677	1%
M45	Diapers and Debit Cards	22,057	1%
N46	True Grit Americans	21,536	1%
N47	Countrified Pragmatics	5,973	0%
N48	Rural Southern Bliss	1,627	0%
N49	Touch of Tradition	5,088	0%
O50	Full Steam Ahead	35,811	1%
O51	Digital Dependents	112,578	4%
O52	Urban Ambition	4,329	0%
O53	Colleges and Cafes	26,289	1%
O54	Striving Single Scene	148,155	5%
O55	Family Troopers	56,727	2%
P56	Mid-scale Medley	29,700	1%
P57	Modest Metro Means	1,374	0%
P58	Heritage Heights	427	0%
P59	Expanding Horizons	84,858	3%
P60	Striving Forward	28,928	1%
P61	Humble Beginnings	39,964	1%
Q62	Reaping Rewards	54,929	2%
Q63	Footloose and Family Free	106,333	4%
Q64	Town Elders	102,741	4%
Q65	Senior Discounts	81,592	3%
R66	Dare to Dream	39,808	1%
R67	Hope for Tomorrow	1,798	0%
S68	Small Town Shallow Pockets	31,059	1%
S69	Urban Survivors	1,531	0%
S70	Tight Money	3,613	0%
S71	Tough Times	27,103	1%
Total Households in the Data Set		2,706,343	100%
Lifestyle Clusters 1 - 36		1,289,489	48%
Lifestyle Clusters 37 - 71		1,416,854	52%

Section J

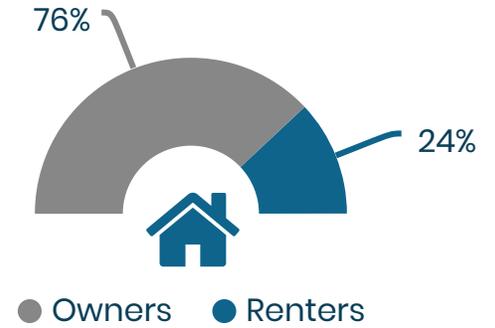
Full Pockets & Empty Nests | E19

Lifestyles and Housing Preferences | National Averages

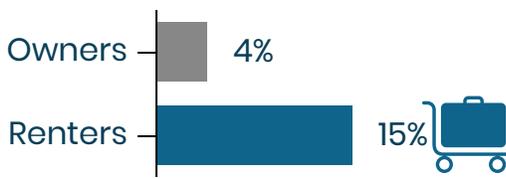
Units by Decade Built



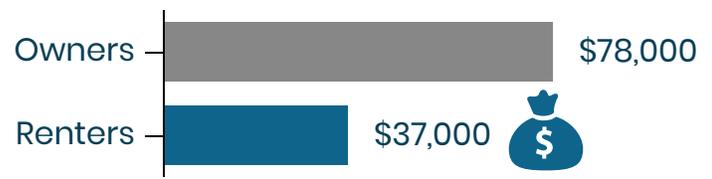
Households by Tenure



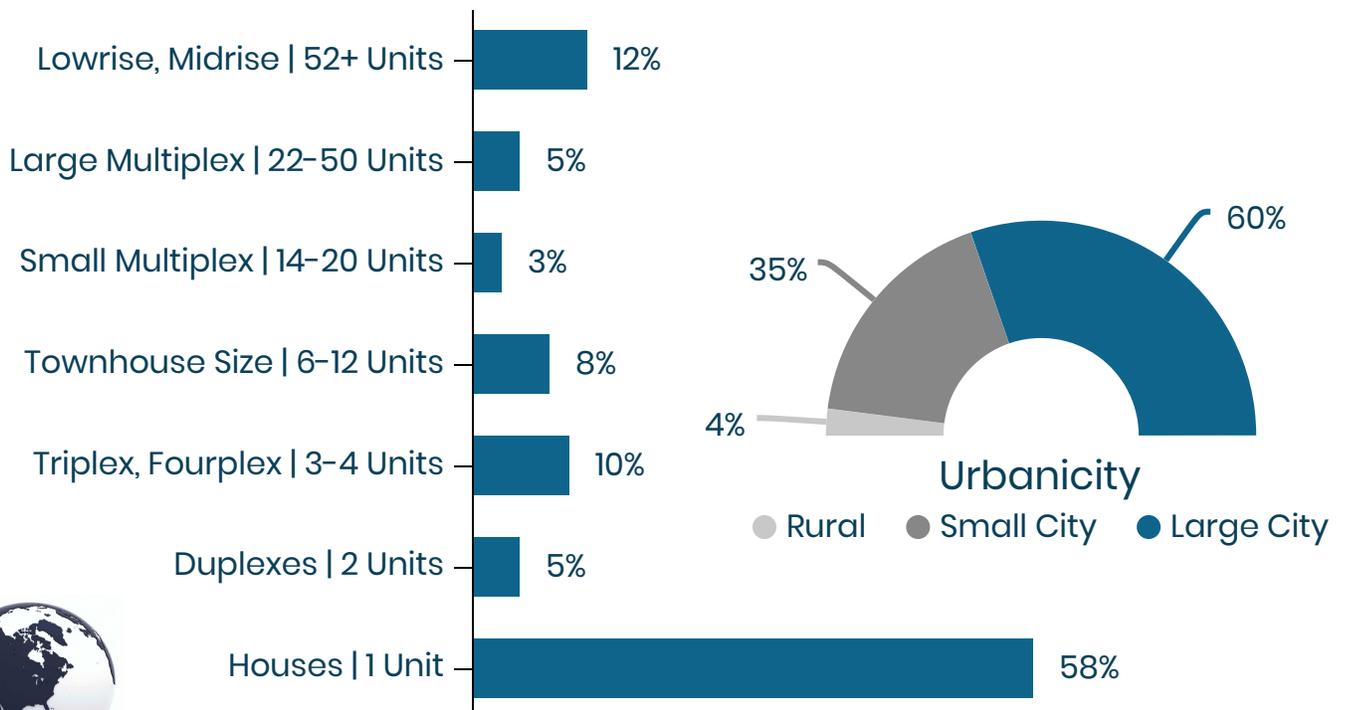
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Full Pockets & Empty Nests | E19

Empty-nest, upper-income households and couples living sophisticated lives

Full Pockets & Empty Nests are better-to-upper income households on the cusp of retirement or already fully retired. They include a wide range of family types, including singles and couples as well as divorced and widowed individuals, all of whom have a comfortable lifestyle. What they don't have are children still living at home. About seventy% are homeowners and forty% own condos and a small share reside in resort and retirement communities in the coastal states. Most of these adults are in their 50s, 60s, and 70s, well-educated and earning good salaries at the peak of their white-collar careers. About 20% of these households include a retiree with a substantial nest egg that will continue funding their spending.

With their children leading lives of their own, these households lead busy social lives. They often go to cultural activities, and many enjoy nightlife and upscale restaurants. They like sports and frequently attend professional sporting events and keep themselves fit on their own at nearby health clubs. These educated households also like to travel, indulging their curiosity while traveling abroad by enjoying museums, concerts and musical performances.

Despite their healthy incomes, these households are not into flaunting their success. They may shop at the high-end department stores and branded chains, but they will also pick up a bargain at a discount department store or warehouse club. Somewhat late adopters, they are content to watch conventional televisions that don't dominate the room.

Full Pockets & Empty Nests households make a good advertising audience. They like to read newspapers and magazines that cover news, business, entertainment and travel, and they enjoy learning about brands while tuning in to their favorite radio and music streaming stations. Another advertising preference is email. As long as it's addressable, targeting them with something that resonates, this consumer market is on board. The same advertising receptivity holds true for messaging across direct mail as well.

They have above-average internet use, going online for utilitarian purposes like sending email, getting the latest headlines, tracking their stocks and comparing prices before shopping.

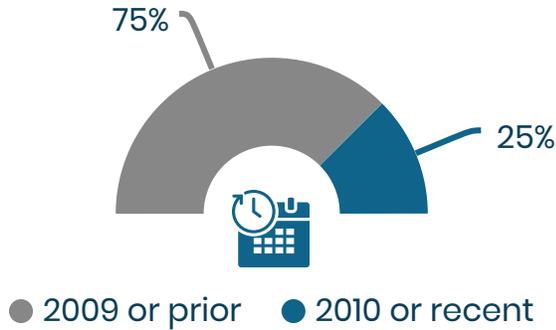
With their child-rearing days behind them, Full Pockets & Empty Nest households have now turned their attention to bettering their communities through civic action. They tend to be liberal in their outlook and donate money to religious causes while also supporting green issues from several angles, including driving hybrids and buying organic food. As the senior managers in their workplaces, they regard their work as important to their identity. More than anything else, they believe that they can control their destiny through hard work and an independent spirit. These are the kind of households that manage their own money, have succeeded in building a substantial nest egg and are happy to give some away to a variety of causes, including arts, environmental, health and public broadcasting.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

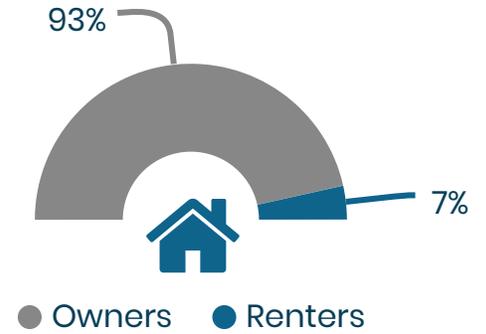
Fast Track Couples | F22

Lifestyles and Housing Preferences | National Averages

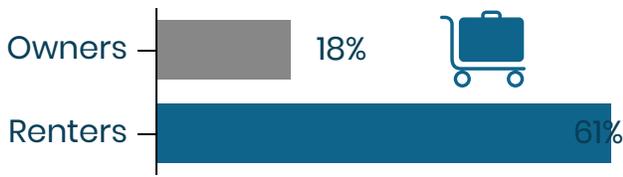
Units by Decade Built



Households by Tenure



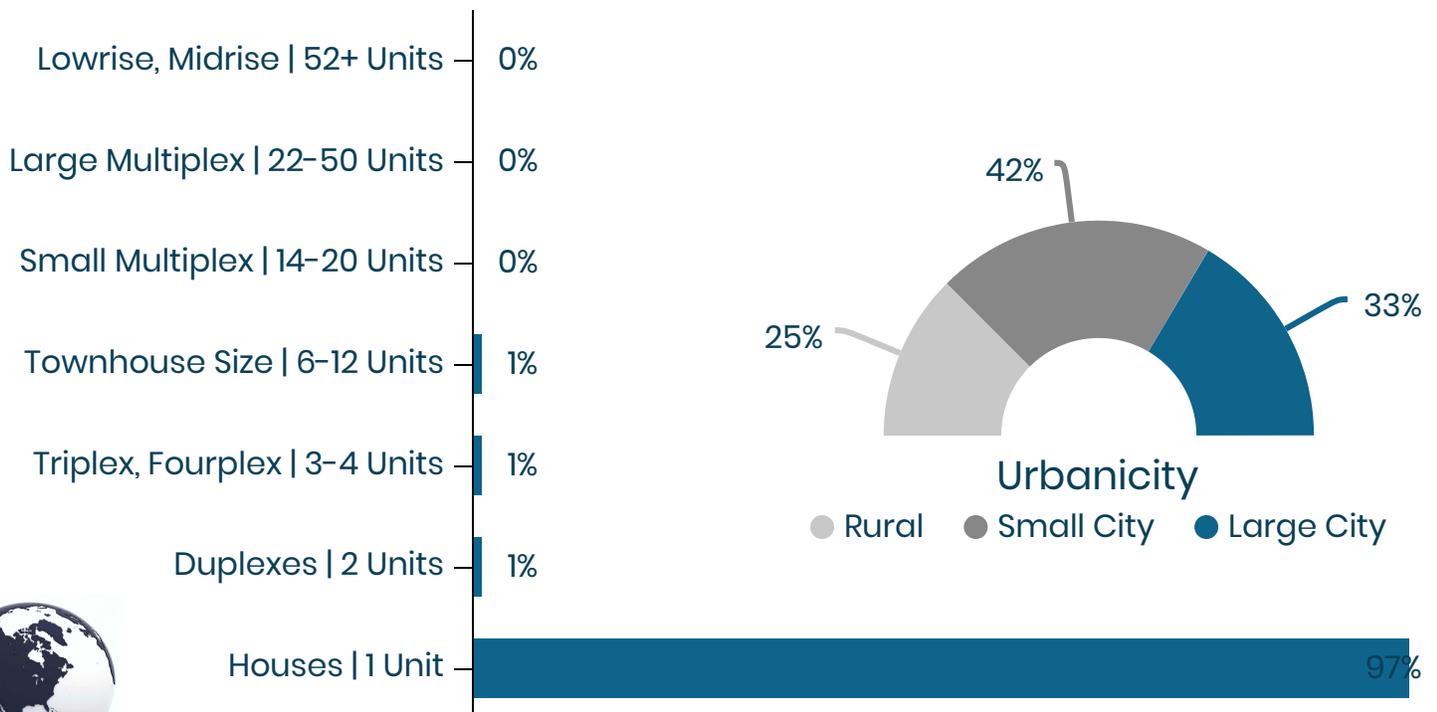
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Fast Track Couples | F22

Young and active upper-income suburban couples, highly mobile with big aspirations

Fast Track Couples households include young couples and families already on the road to upward mobility. Although ninety% are under the age of 35, most are married, work at good jobs and own their homes. About 65% have children and most have at least some college education that has helped them secure good-paying jobs in sales, white-collar professions and technology. With most of them still paying off mortgages on their first homes, it's common for both partners to work. That's typical in the new subdivisions where many live. In the fast-growing sprawl of mid-sized cities in the West and South, these young couples live comfortably in homes valued a bit above the national average, though they have yet to sink deep roots, including most have lived at the same address for fewer than three years.

In many ways, Fast Track Couples lead mobile lifestyles. They enjoy athletic activities and it's hard to find a sport or ballgame that they wouldn't play. They also keep fit at local gyms by jogging, biking and doing aerobics. They tend to be night owls who enjoy many night life activities, including going to bars, comedy clubs and rock concerts. On weekends, the childless couples may go to a college or pro sports event after a tailgate party; the young families head for zoos and aquariums. Everyone seems to meet afterwards for a meal at a casual restaurant chains.

As shoppers, Fast Track Couples like whatever's new and hot. Status-conscious consumers, they crave electronics and fill their living rooms with the latest equipment, like gaming systems and large-screen televisions. In their driveways are expensive cars, including premium SUVs and CUVs. They like to get the latest designer fashions. However, they can be smart with their money; they shop sales, clip coupons and compare prices online before making a purchase.

Fast Track Couples make a good Omni-channel market. They prefer learning about brands from internet radio streaming apps. They are also receptive to advertisements delivered through addressable television and mobile display. For many, the internet is the first place they go for information, shopping and, increasingly, entertainment. They like to download music, watch television, book airline tickets and hunt for new jobs and cars. They visit most of the popular main-stream and social networking sites.

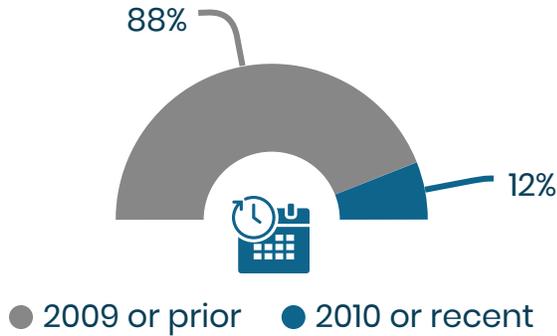
Despite their youth, Fast Track Couples aren't known for their tolerant open-mindedness. They have slightly above average interest in recycling, protecting the environment and supporting equal rights. Most are not particularly involved in politics nor their new communities, and few volunteer for groups other than the PTA or their church organization. Many are simply too busy with work and early childrearing to care.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Status Seeking Singles | G24

Lifestyles and Housing Preferences | National Averages

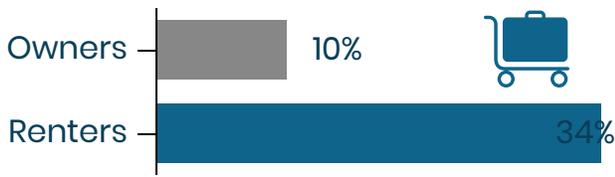
Units by Decade Built



Households by Tenure



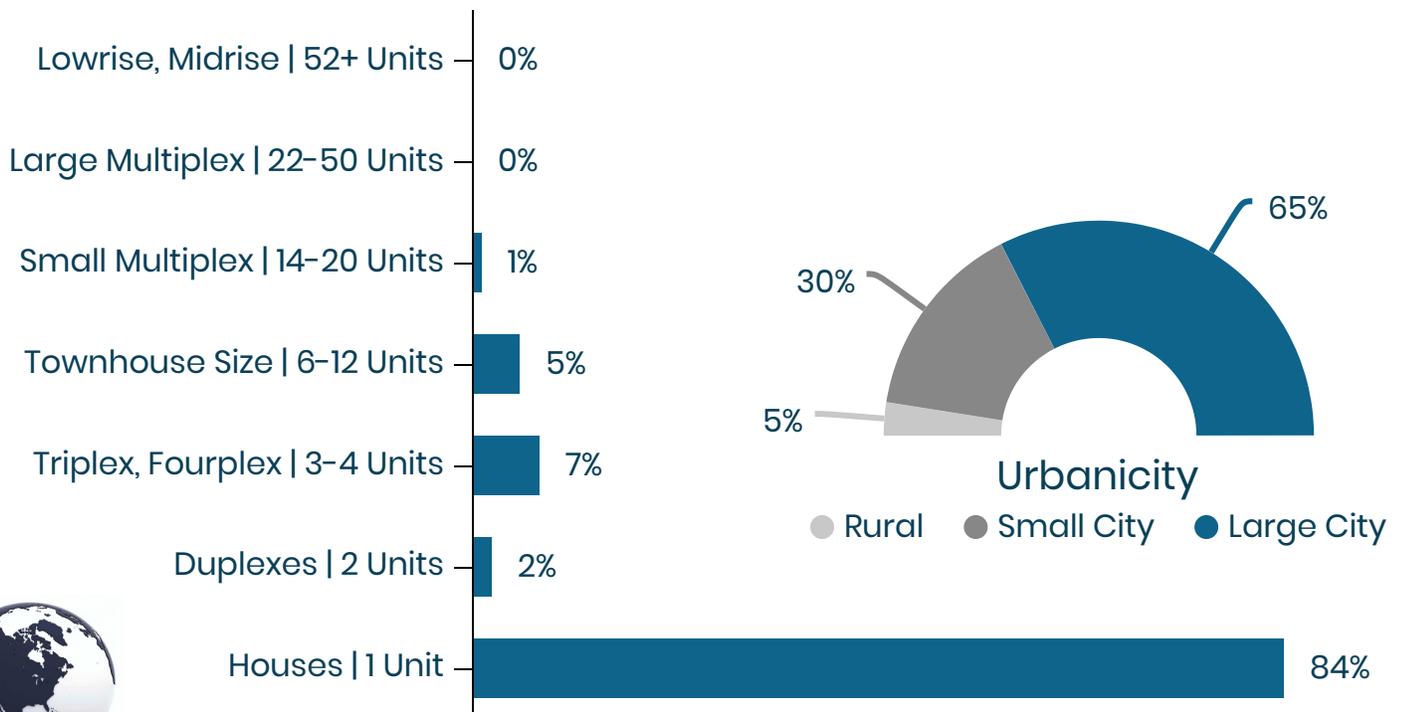
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Status Seeking Singles | G24

Young, cutting-edge singles in moderate cities balancing lots of work and leisure

Status Seeking Singles include of younger, moderate-to-better income singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college-educated and have good-paying white-collar jobs. Many gravitate to the trendy enclaves of cities where upwardly mobile households start climbing the corporate ladder.

Status Seeking Singles like to get out and be seen. Bars, nightclubs, theaters, and rock concert are popular destinations for these night crawlers. This is the audience for that indie, or foreign film that's getting raves from bloggers. However, they also take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, ready to duck out at lunch for a yoga class.

Status Seeking Singles can afford their cushy lifestyles, and they spend selectively on goods that reflect their sophisticated status. They are big fans of shopping, but when they frequent the mall they prefer to shop alone. They are willing to pay the mark up for designer fashion and insist on carrying the latest smart phone and smart technology when they are out and about.

Status Seeking Singles tend to be progressive in their values and global in their outlook. Politically, Status Seeking Singles voters are hardcore liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party, although nearly half are still unregistered. They are often online consuming their news content or reading their online subscription to women's or entertainment magazines. On their daily commutes to work, they'll listen to news talk radio stations and rock music. Often, their work life and personal life blur when they are online.

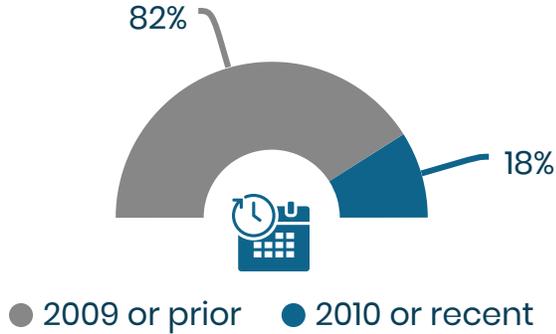
When it comes to preferences for learning about new brands, products and services, this market likely already knows much about products and brands. However, their preference for engaging with brands and their offers is while watching or streaming television, via email or while browsing the web on their phones. They are also quite email receptive, so use subject lines that are especially compelling to reach this attractive, cutting edge, career driven audience.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Balance & Harmony | I33

Lifestyles and Housing Preferences | National Averages

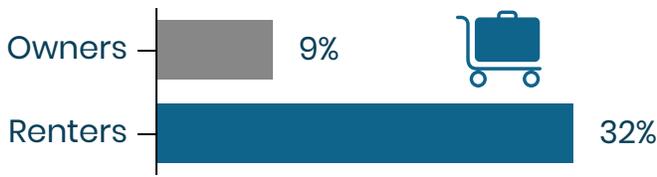
Units by Decade Built



Households by Tenure



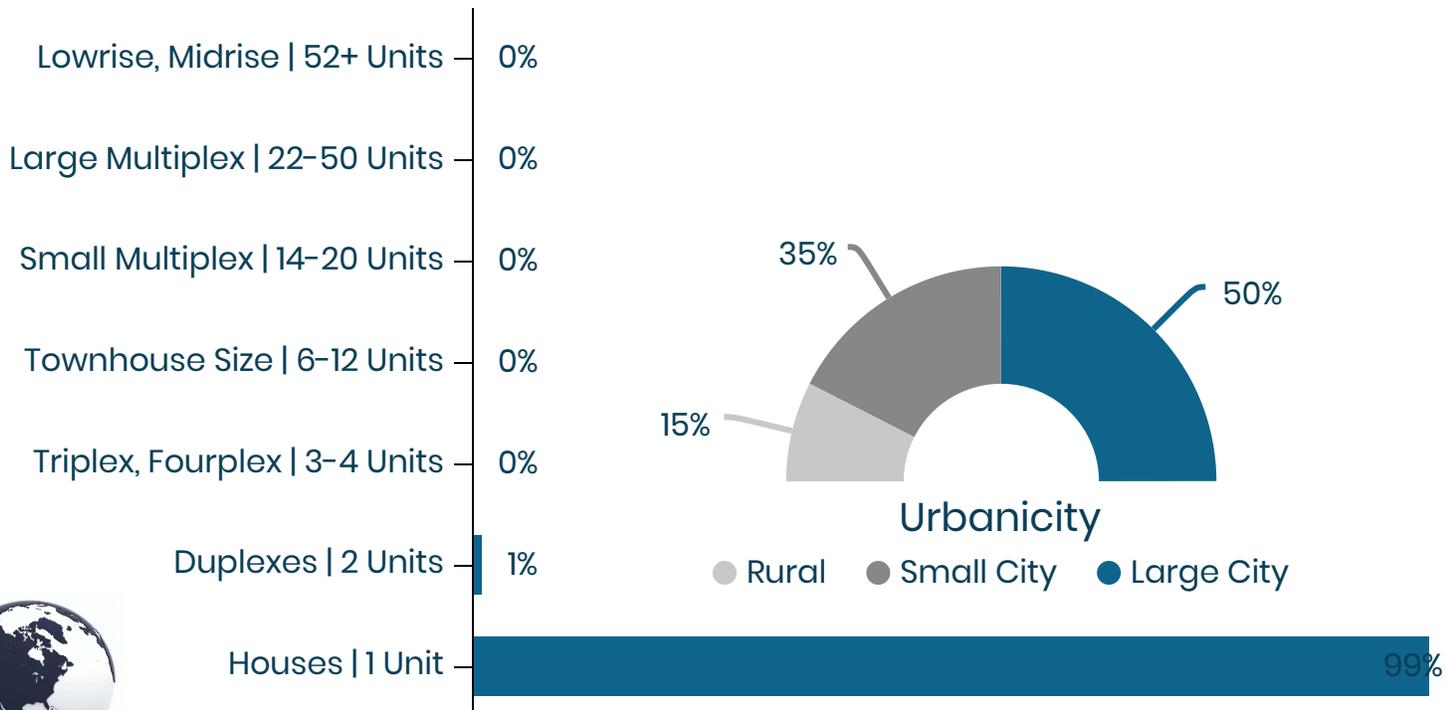
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Balance & Harmony | I33

Middle-income families living lively lifestyles in city and suburban neighborhoods

The Balance & Harmony households have done well in their adopted homelands. Many of the adults are in their 30s and 40s who've only recently moved to mid-sized cities. Most are married and raising school-aged children in their single-family homes or rental houses. Many have less than a high-school education, and only some attended college. Even so, they tend to be earning mixed and sometimes good incomes from blue-collar, construction, and service-sector jobs. In their neighborhoods known for high mobility rates, Spanish is the language of choice at home and in the marketplace.

These households lead relatively active, family-centered lifestyles. They play team sports like soccer and baseball and enjoy mountain biking. The adults in these city neighborhoods like the nearby nightlife and will seek out local bars, billiard halls, and comedy clubs.

As consumers, they are an attractive market for clothing and cosmetics retailers. They are price-sensitive shoppers who look for affordable fashion items at stores like Sears and Family Dollar, but they'll also spring for fancier items at mom-and-pop boutiques. Many of these households are aspirational consumers who are in pursuit of novelty and change, if they can afford it. While they dream of owning luxury cars, for now they drive utilitarian vans and pickups that can double as work vehicles for their blue-collar jobs. Visiting theme parks is a favorite family past-time.

The family, work and religious values of Balance and Harmony are somewhat old-fashioned. Despite their worries about money and their family's health, they are generally happy with all that they've achieved and are optimistic that they'll continue to do better. These aren't active community members who join business and civic groups. They have low levels of political involvement and are unlikely to vote. Financially, they own little investments beyond a savings or checking account. When it comes to gaming, they are just as likely to buy lottery tickets as the average American, but tend to play video games up to twice as often.

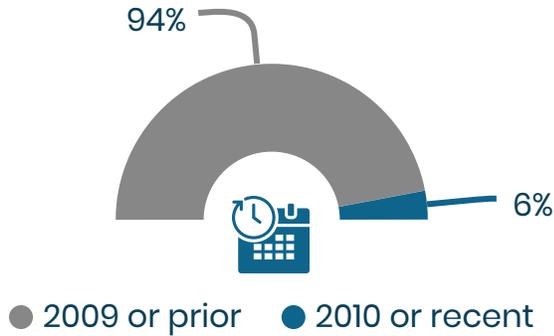
Balance & Harmony households are great media consumers. Their interest in most traditional American media like newspapers, television, and magazines is lower than average. However, their interest in digital advertising is high. Their fondness for all kinds of music helps explain their tendency to listen to the radio, particularly stations that play Latin music and rock. They look to the internet as a cheap way to stay in touch with friends and family by way of email. These households like learning about popular culture and products that will help them feel assimilated. They like to shop as a family and the parents quickly learn what is most popular from their children. They are receptive to learning about products and services via mobile and online display, online video and while streaming television.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Rooted Flower Power | L42

Lifestyles and Housing Preferences | National Averages

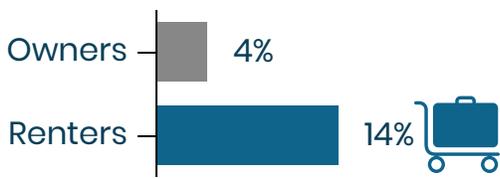
Units by Decade Built



Households by Tenure



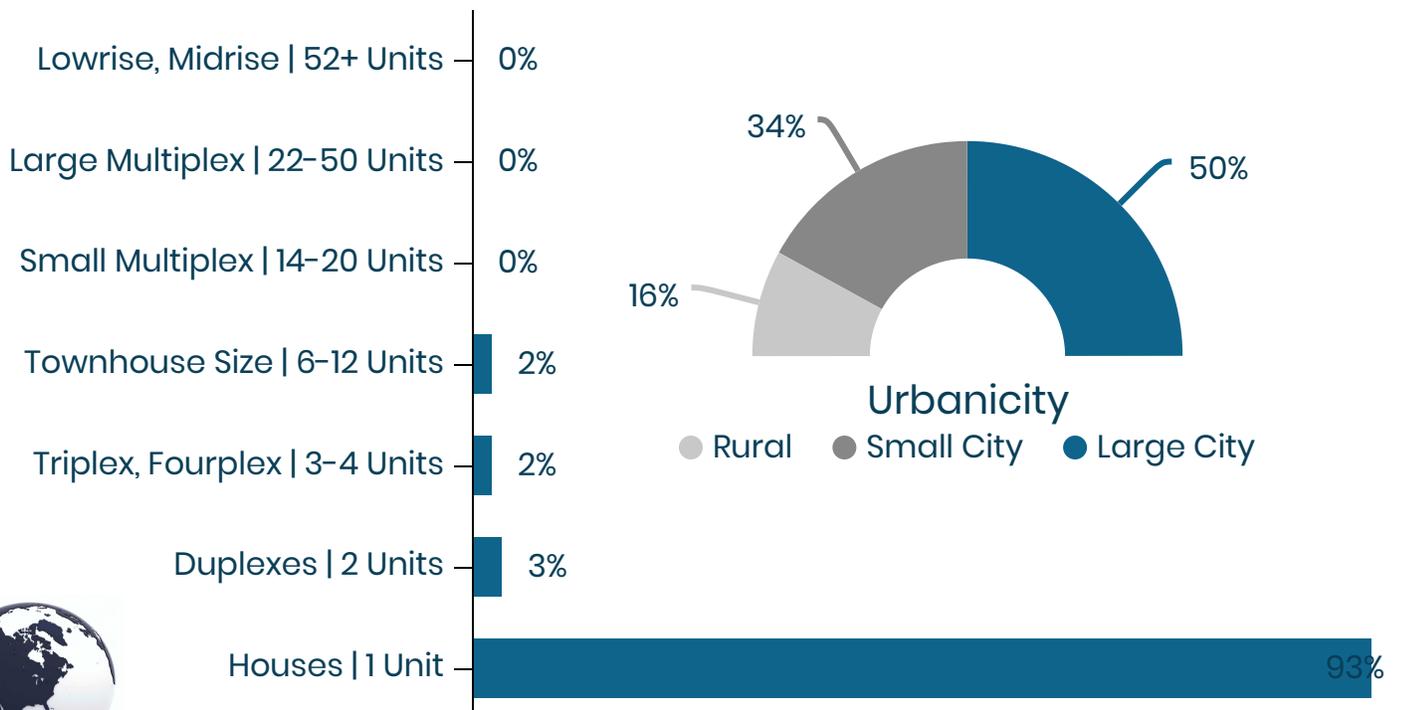
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Rooted Flower Power | L42

Moderate boomer singles and couples rooted in suburbia, approaching retirement

Found in older, inner-ring suburbs, Rooted Flower Power are singles and couples in their 50s and 60s whose children have flown the coop. Many have good educations and well-paying jobs that support relaxed, middle-income lifestyles. In their established neighborhoods, built before 1970 to accommodate the postwar baby boom, they typically live in compact houses that now have stagnant values. Nevertheless, these baby boomers have done a lot of living and are now entertaining thoughts of retirement. More than 50% are divorced, widowed or have never been married. With their mid-level jobs, low expenses and dwindling mortgages, they have the discretionary income to enjoy plenty of home-based leisure activities. With many of these households in the workforce and with stable lifestyles, they are not even considering retiring to an assisted-living community. The vast majority have lived at the same address for more than a decade.

In their quiet neighborhoods, Rooted Flower Power spend their free time around the house reading books and magazines and pursuing traditional hobbies like bird-watching and shopping at antique stores. They spend enough time in their gardens to consider joining a garden club, but they've given up their health club memberships and aerobic sports, although they will take a yoga class to stay flexible. These older suburbanites don't want the hassle of driving to downtown nightlife, so they don't really go to bars and nightclubs. However, they do try to go out to dinner at least one night a week, typically to a casual dining restaurant like Red Lobster or Olive Garden. They will also go on the occasional gambling junket to a casino or take in a play or musical. Eclectic in their musical tastes, they appreciate everything from classical to country music.

Rooted Flower Power households are careful money managers both in their investment strategy as well as bargain hunting at the mall. They tend to have lots of conservative cash deposits and annuities. They are not materialistic and like to buy functional clothes and tried-and-true styles at national brands, chains, and discount stores. They still enjoy driving to stores, but will also shop at home through catalogs. They rarely buy the latest consumer gadget or fancy sports car. They like the appeal of foreign cars and gravitate to mid-range sedans and subcompacts.

Describing themselves as informed consumers, Rooted Flower Power households make an attractive media audience. They subscribe to a daily newspaper to keep up with local events and enjoy reading a number of magazines on health, home economics, music, and mainstream publications. As commuters they tend to listen to the radio every day, tuning in to news talk programs and stations that play a variety of music. They are still not entirely comfortable with the internet, often going online and doing little more than sending email or checking out a news site. To wind down at night, they still prefer watching television; they catch the nightly newscasts after dinner and the range of sitcoms and dramas into the night.

In addition to their fondness for media, Rooted Flower Power households are a good audience for marketers. Almost 35% say they learn about products and services by scrolling through their email and about 25% say that television is where they prefer learning about brands.

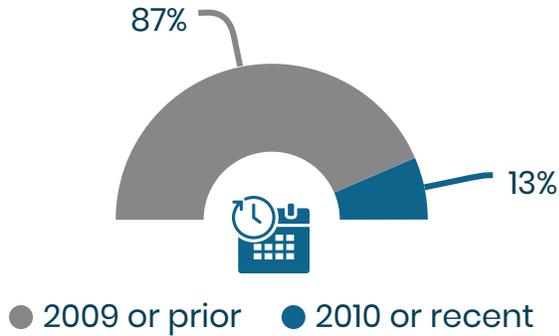
Politically, Rooted Flower Power households tend to be left-of-center Democrats. Firm in their faith and civic activism, they belong to a variety of local groups and volunteer for community causes.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Digital Dependents | O51

Lifestyles and Housing Preferences | National Averages

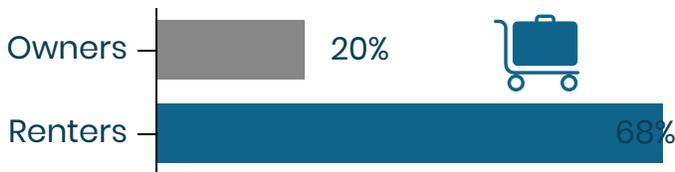
Units by Decade Built



Households by Tenure



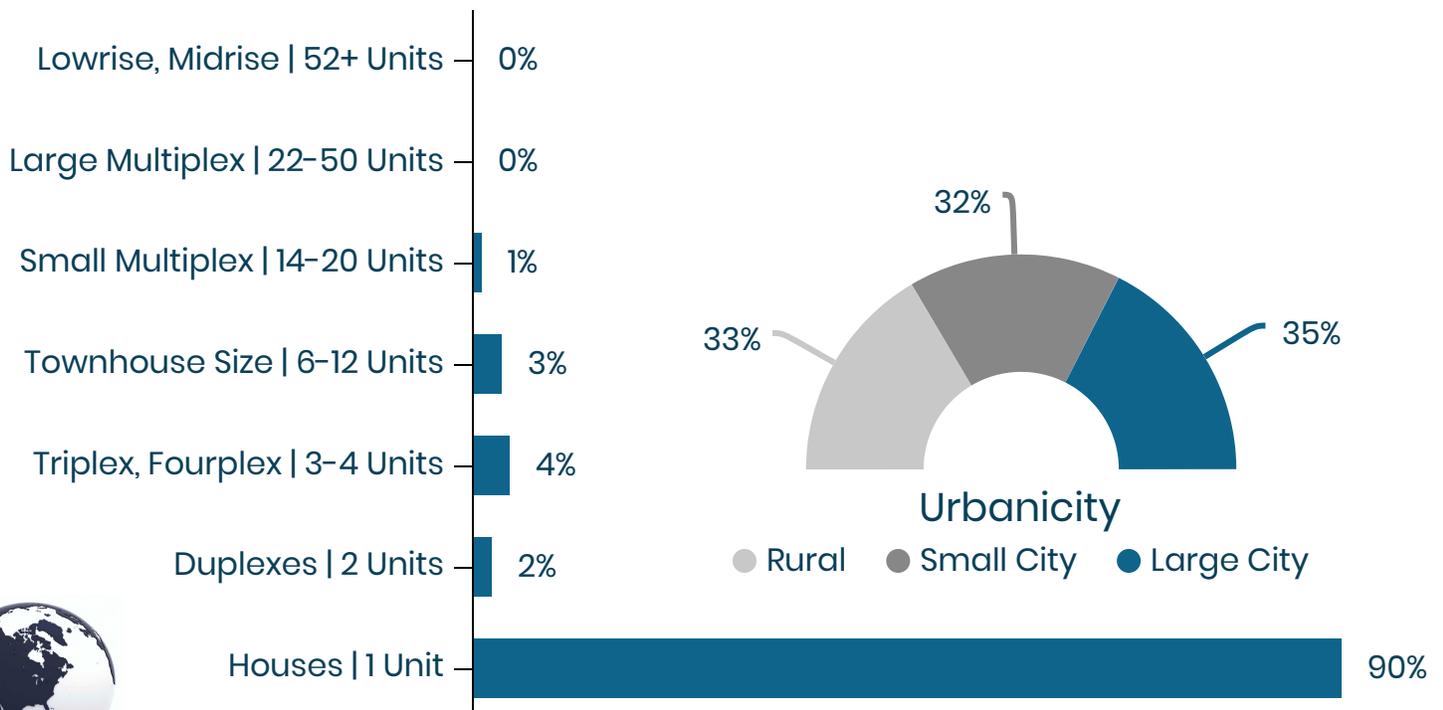
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Digital Dependents | O51

Mix of Generation X and Generation Y households living digital-driven, urban lifestyles

With the first wave of digitally focused consumers are now in their twenties and early thirties, and many have begun to leave the nest and start independent lives and families. That's the story of Digital Dependents households, with nine out of ten under 35 years old. They include a mix of married couples and singles, some having children, with a majority having gone to college. Many hold jobs in blue-collar sales and entry-level positions, providing modest incomes that let them live in primarily single family homes. Most have settled in second-tier cities and suburbs across the country, but they show little intention to stay for any length of time. These households are newer homeowners and renters with more than 65% having lived at the same address for fewer than three years.

Having grown up with ubiquitous telecommunications, these individuals revel in multitasking lifestyles that allow them to bounce between cell phones, other hand-held devices, laptops, and video games. They are into athletics, whether it's playing basketball, working out by lifting weights or taking a yoga class. They have active social lives, going out to bars, theaters, cinemas, and billiard halls. If they stay in, it's typically to go online or play a video game. There's not a gaming console sold in America that they don't own at greater than the national average.

In the marketplace, Digital Dependent households have champagne tastes on moderate budgets. They follow the fashion magazines to check out the latest styles, but they typically go to discount clothiers or the clearance racks in more upscale shops. Over 50% are getting by without a car. Those who can afford a car tend to buy or lease inexpensive subcompacts, and they like imports for the cachet of a foreign brand. Where they won't compromise is on electronics. As the first generation born into the digital media age, these households are early tech adopters who want the latest wireless devices that will support their lifestyle of constant motion. While they have little interest in buying through catalogues, and automatically choose online sites to buy consumer electronics, toys, and books. When it comes to electronics, their friends come to them for advice on what's hot and what's not.

With so much of their free time spent online, Digital Dependents have drastically cut back on more traditional media. It's hard to find a member who subscribes to a newspaper or more than a couple of magazines. They will listen to the radio, mostly through internet apps, and seek out steaming sites for hip-hop, rhythm and blues, and pop music. They will also watch late-night television programs for comedy, music, and movies, but usually after a workout or social outing.

Advertisers will have a hard time connecting with them through traditional media. Instead, use mobile and online video and display to reach this market. Addressable television is another viable option as Digital Dependents are receptive to learning about brands in this channel.

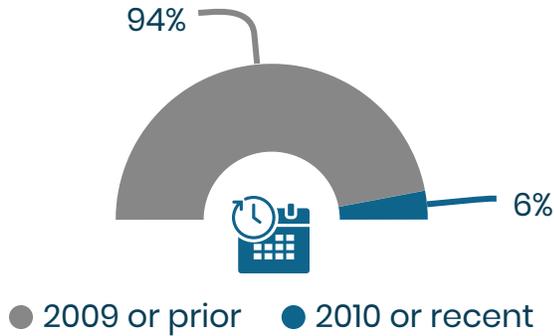
With the world handed to them on a digital device, Digital Dependents have developed progressive attitudes and a global conscious. They tend to be liberals who support the Democratic agenda. They are constantly striving for more out of life, including better careers, the latest fashions, and the newest gaming consoles. These unattached individuals are still looking to find the perfect mate, and they place a lot of stock in their appearance.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Mid-Scale Medley | P56

Lifestyles and Housing Preferences | National Averages

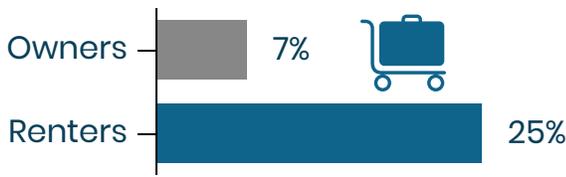
Units by Decade Built



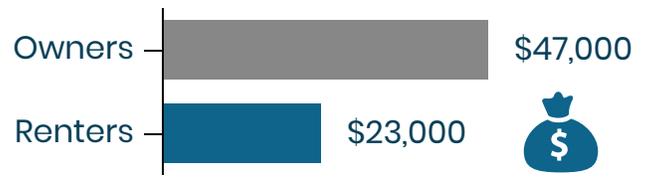
Households by Tenure



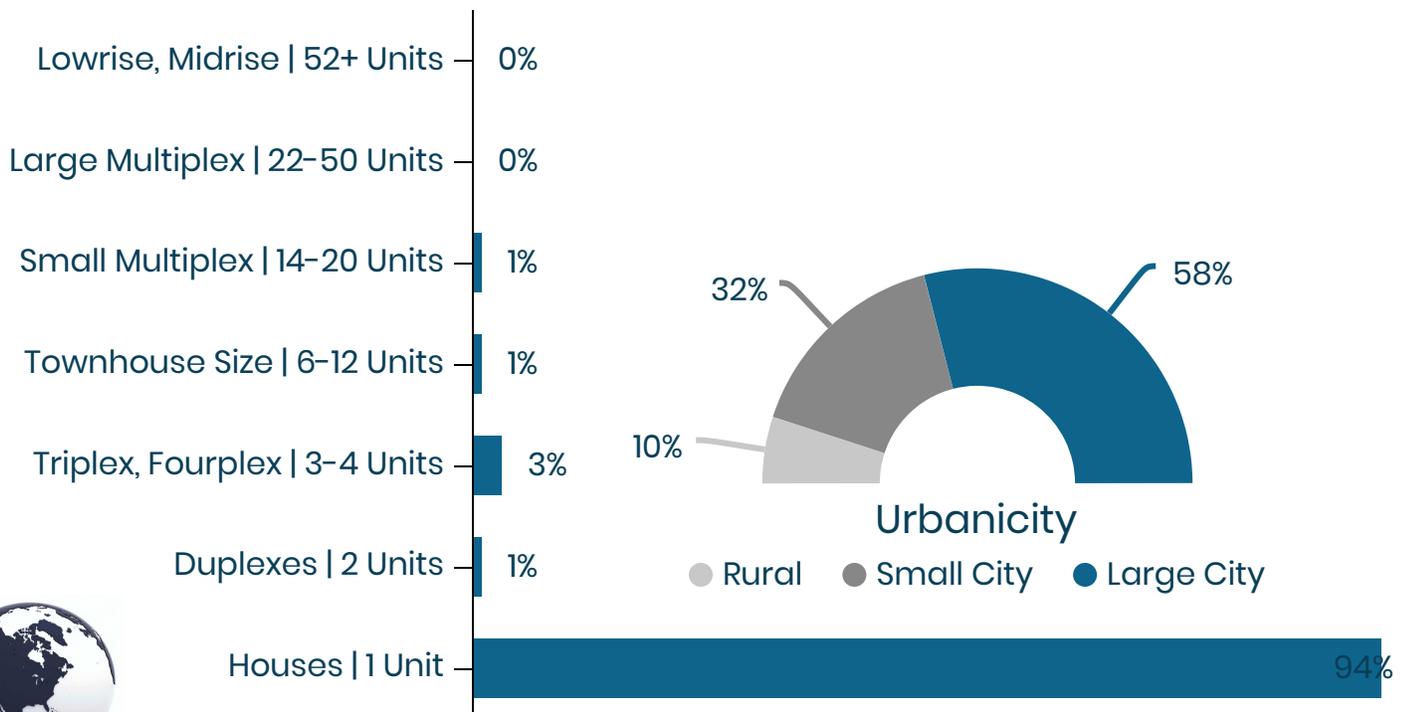
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Moderate Medley, Singles | P56

Mid-aged, middle income, single adults and families living in urban areas

Moderate Medley households are both singles and divorcees living in older, city neighborhoods that have been bypassed for gentrification. These blue-collar laborers often live in worn houses and funky apartments. Most are mid-aged and a little over half are childless. Their educational profile is a mix of some high school, some with diplomas and many who have taken some college classes but never graduated. The majority work at lower-echelon or manual-labor jobs in transportation, food services and construction. Despite their low incomes, many have managed to buy their homes, which typically were built more than a half-century ago.

Moderate Medley singles lead unpretentious lifestyles and are happy to take advantage of nearby city amenities, spending their free time playing pool, going to movies or catching a meal at a fast food joints. On weekends, they like to go to the lake or play a musical instrument. Because they work long hours, they don't spend a lot of time at home, but when they do, they enjoy playing video games and listening to music. Always in search of opportunities to make extra money, they like to gamble by playing bingo, buying lottery tickets, and taking buses to the casinos.

Most prefer to shop at nearby stores, typically buying what they need at the moment and ignoring the designer fashion of high-end boutiques. They shop dollar and value stores, plus discount department stores. With fewer than half owning cars, they rely on public transit to get to their jobs and downtown entertainment. They have a moderate tendency to travel domestically, taking vacations by plane or rental car.

Moderate Medley households regard media as entertainment rather than a vital source of news. They are more likely than average households to watch a wide variety of television programming. They don't read magazines religiously but enjoy content that fuels their aspirations for the home, cars, and travel that they can rarely afford. They use the internet for entertainment, including gaming and downloading music. They rarely bank online; in fact, they rarely set foot inside a real-world bank either. These risk-averse households have few investments and tend to survive by using plastic, including both credit and debit cards are popular among these households, whereas saving for the future is not.

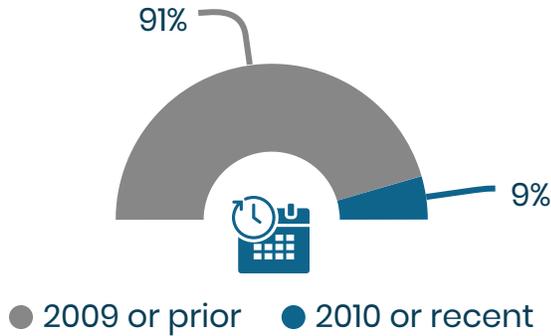
Recognizing that they have a long way to go in fulfilling their dreams, they say that they want to advance on the job and make more money. Politically, they tend to lean Democrat. To resonate with Moderate Medley, brands should use messages that emanate a trendy and elite image - plus a coupon.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Expanding Horizons | P59

Lifestyles and Housing Preferences | National Averages

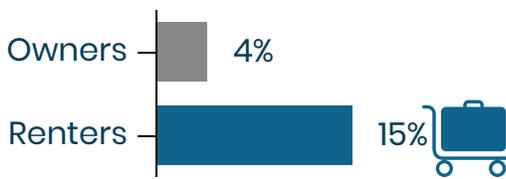
Units by Decade Built



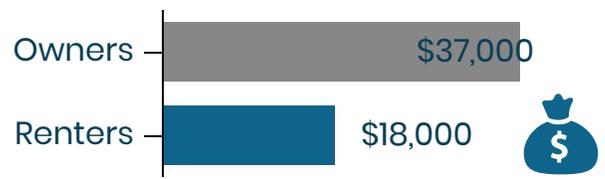
Households by Tenure



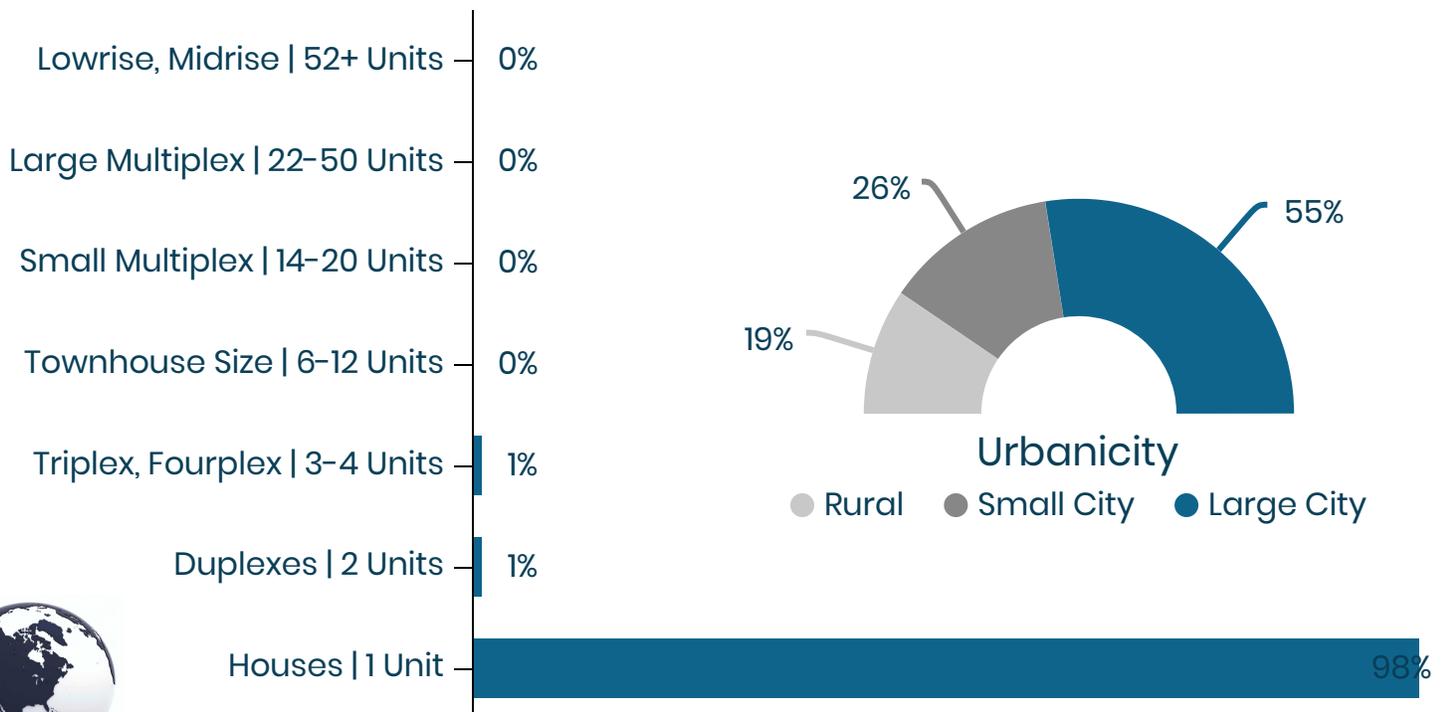
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Expanding Horizons | P59

Mid-aged families earning moderate incomes from blue-collar jobs

Although these households are particularly concentrated in cities along the southern US border, they are also residing into cities across the nation. About 70% of these households are families, typically with teenage children. About 20% are multi-generational families, often living in crowded conditions. The vast majority of adults have little education, and more than half are high school dropouts. The head-of-households is often working as an under-paid laborers or service-sector workers. Despite their low-to-moderate incomes, nearly 75% of these households own their homes. They tend to live in ranch houses and manufactured homes located in aging industrial parts of cities. Although most households have at least one car, they tend to be older trucks and low-end sedans. Although these foreign-born residents have been at the same residence for more than five years, nearly 75% report that Spanish is the predominant language spoken at home.

Many Expanding Horizon households are struggling to make ends meet. However, they can participate in a wide range of leisure activities available near their neighborhoods. They like to play sports at nearby parks and ball fields, including soccer, baseball and basketball are all popular. Many travel to Central or South America every few years to visit family and friends. They have the cash to buy toys, televisions and discount electronics to entertain their families. Many women like the latest fashions, but they stretch their budgets by going to dollar and value chains stores. They often lack credit and debit cards, and tend to pay for everything with cash.

Expanding Horizons are traditionalists when it comes to media. They like to watch Spanish-language movies, news, and evening animation shows on television. They are less likely to use the internet, but younger family members do go online to visit social networking sites. They also use the internet like one big classifieds section to track down jobs, car parts, and mobile phones.

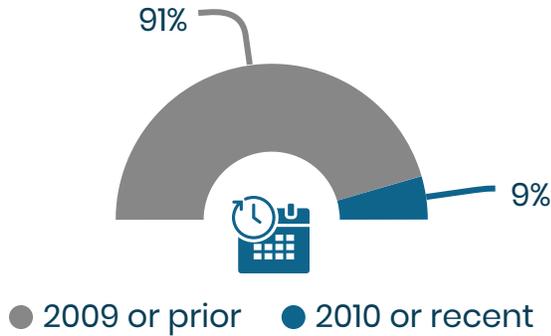
Expanding Horizons have strong family values. They are religious, hard-working and ambitious. Despite the barriers to education, they say that they want to advance to the top of their careers and make a lot of money. Many are not registered to vote, and their views are mostly moderate and non-partisan.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

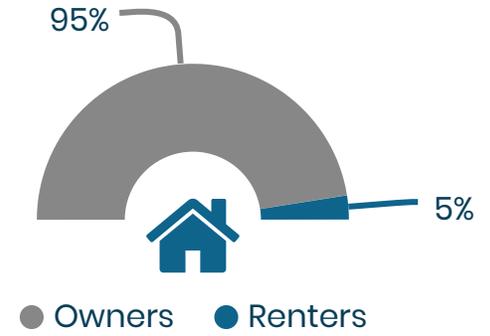
Town Elders & Leaders | Q64

Lifestyles and Housing Preferences | National Averages

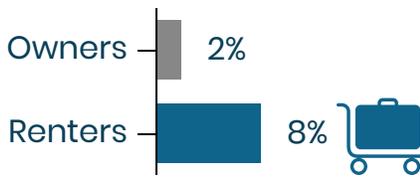
Units by Decade Built



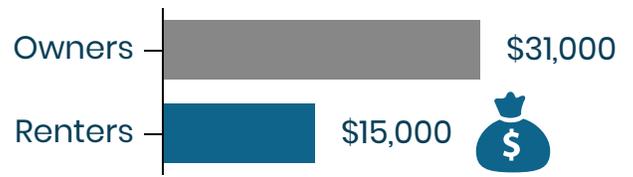
Households by Tenure



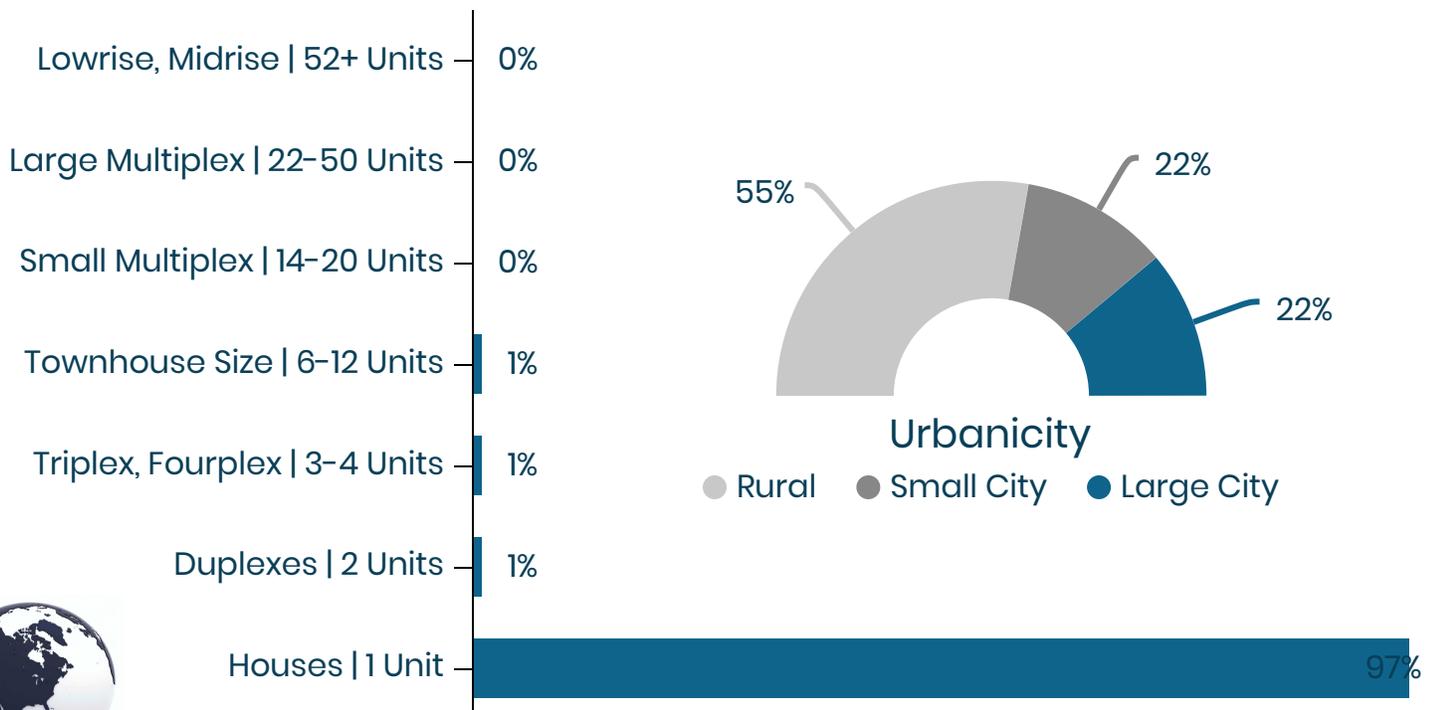
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Town Elders & Leaders | Q64

Wise seniors and community leaders living stable, minimalist, and pragmatic lives

Town Elders & Leaders are older retirees, including a mix of widowed individuals and empty-nesting couples scattered around the country. All are over 65 years of age or better, and almost 80% are retired. Many have aged in place, living in the original ranch houses and ramblers that they bought more than 25 years ago. These are stable and established households with low movership rates and moderate lifestyles. Incomes and investment balances are low, but so are expenses. Many of these seniors say that they are happy with their standard of living.

Town Elders & Leaders are cultivating home-centered lifestyles. They spend a lot of time reading books, gardening, doing needlework and generally puttering around their homes. They have time to enjoy hobbies like coin collecting and bird-watching. They don't eat out much except for the occasional outing to an ice cream parlor for a treat. There's not a lot of money for nightlife and travel. Instead, their social lives revolve around their local church and veterans' club, where they enjoy the camaraderie and bingo games. When they do travel to visit friends and family, most of them will drive. They typically drive sedans or pickup trucks, and more than half of them own at least one vehicle.

Town Elders & Leaders aren't big on shopping; it's too tiring for some. Many like the convenience of nearby local stores and retailers where they can find their favorite brands. They typically choose comfort over style, and shop both discount and mid-market mall retailers. These consumers carry credit cards for moderate chain department stores and a large share like learning about new purchase opportunities from traditional media like direct mail. With a large share having served in the Armed Forces, these households are patriotic in the marketplace. When they can, they buy products made in America.

Town Elders & Leaders are traditional media fans. They get a daily newspaper, subscribe to a number of magazines on hunting and fishing, home economics, and gardening; and they watch television throughout the day. They particularly enjoy movies, documentaries and game shows, and they are more likely to tune in to re-runs on classical movies, series, and shows. The internet has made few inroads among these households. They mostly use the internet to send e-greetings and research health information; and the AARP website is especially popular with these households.

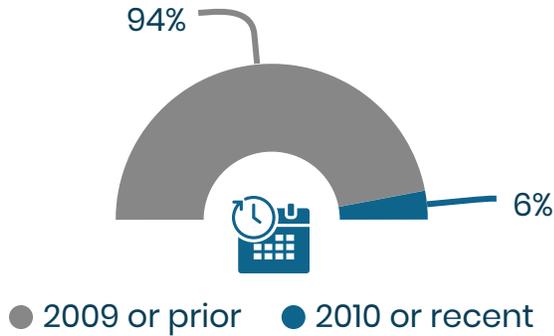
Town Elders & Leaders are traditional, care about their family and cultivate their faith. They espouse conservative political beliefs and support conservative social issues. They like spending time with their family, going to church on Sunday and enjoying the simple things in life. Having lived at the same address for decades, they have deep roots in the community. Even if an issue doesn't affect them personally, they are willing to volunteer for a good cause.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Small Towns, Shallow Pockets | S68

Lifestyles and Housing Preferences | National Averages

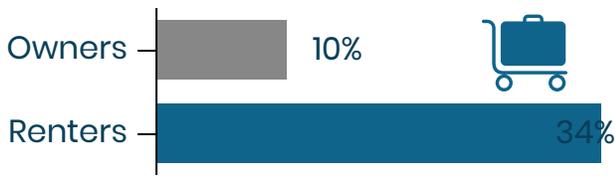
Units by Decade Built



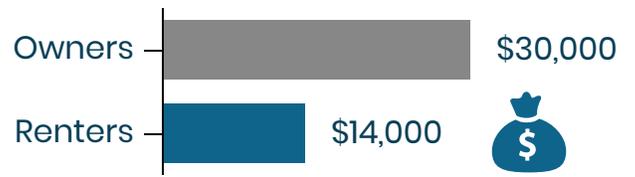
Households by Tenure



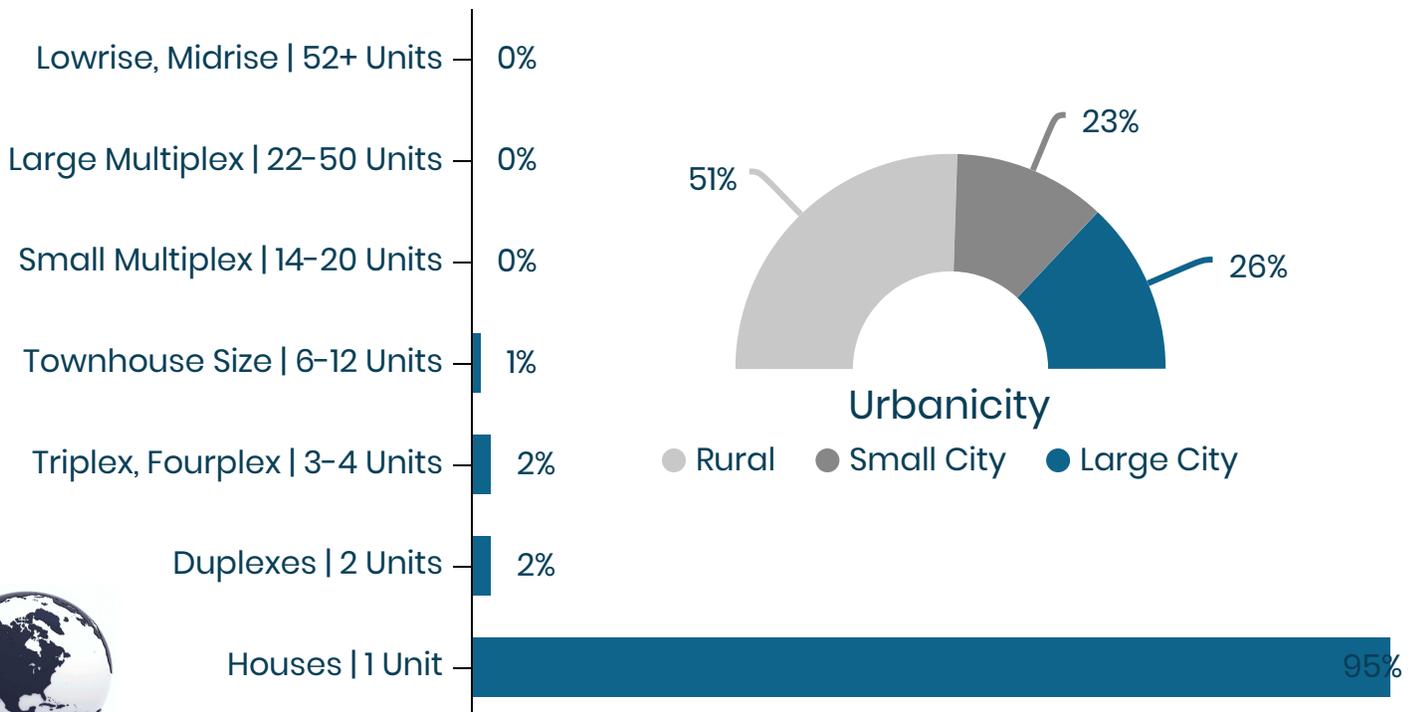
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Small Towns & Shallow Pockets | S68

Older, low-income singles and empty-nesters living in modest, exurban small towns

Small Towns & Shallow Pocket households are older, unmarried empty-nesters in second-tier cities and exurban villages. Their lifestyle is pure small-town America, including bluegrass, fast cars and full churches are all touchstones for these households. Most residents are over 50 years old and include a mix of single, divorced and widowed individuals living in moderate neighborhoods. Less than 10% have a college degree, and the majority work in service-sector and blue-collar jobs. Nearly 15% are already retired.

Their neighborhoods, often found in cities and villages that have seen better days, are quietly aging. The housing stock is a mix of bungalows, cottages and ranch houses typically built in the first half of the 20th century. Most houses are small and their lots modest. Home values are only one-third of the national average and yards are rarely landscaped. In these areas, status is a new truck or a sporty car out front.

Among these households, lifestyles tend to be typical of those living in modest small villages. Fishing and cooking for fun are popular leisure activities, and everyone likes to play bingo at the local community centers and club halls. They enjoy gathering with friends for a game of cards or to shoot pool. Many can afford to travel, though it's often by train to see children and grandchildren in cities across the US. Collecting coins and porcelain figurines are among their favorite hobbies; they also enjoy going to an antiques show or flea markets on the weekends.

In their communities far from downtown stores, Small Towns & Shallow Pocket households care more about convenience than style. They tend to dress conservatively, always on the lookout for bargains at dollar stores and big-box discount stores. They are not interested in electronic gadgets. It would be very unusual to see these consumers carrying hand-held electronic devices like smart phones.

These older households tend to gather around the television at night to watch sitcoms, game shows, newscasts, and movies. Many have old-fashioned media habits that mean reading a newspaper from cover to cover in the morning and leafing through their copy of conventional and steadfast journals and magazines over a cup of coffee later in the day. They also listen to radio stations that play gospel or bluegrass music. Slowly, these older households are getting into the internet. Initially they just sought out listings online or in the yellow pages, but now they are beginning to frequent social media sites to follow their favorite baseball team or racing driver. Among these households, car racing rules as the favorite spectator sport.

By heritage and inclination, Small Towns & Shallow Pocket households are conservative in their views. Many describe themselves as moderate Democrats. Faith plays an important role among these households; being active in the local church is a given. These older singles are very active church goers. Although many have only lived at the same address for five years, they are still active in their communities.

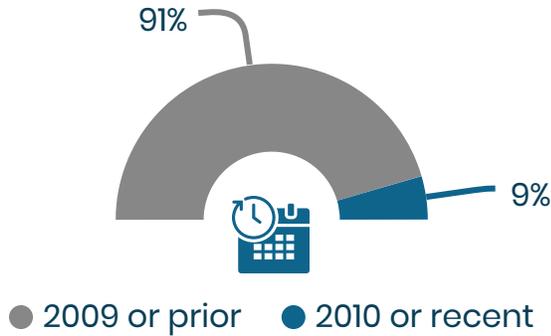
Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Section K

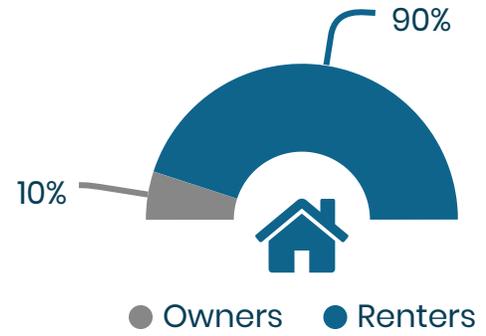
Bohemian Groove | K40

Lifestyles and Housing Preferences | National Averages

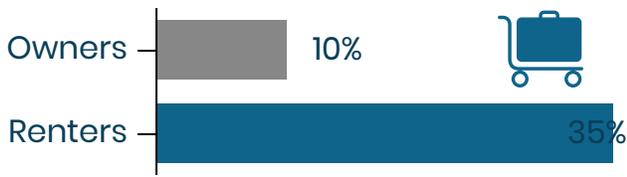
Units by Decade Built



Households by Tenure



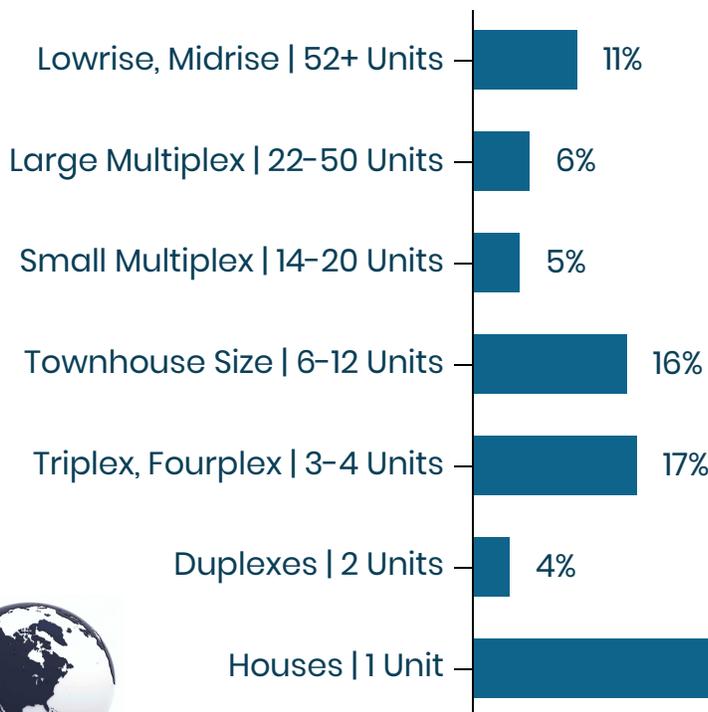
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Bohemian Groove | K40

Maturing, unattached individuals enjoying settled urban lives, sometimes starting over

Bohemian Groove households are older adults living on their own. While the majority has never-married, over 30% have been married and are now starting over as divorced or widowed individuals. As part of the growing wave of older singles, over half are over the ages of 50. Many have settled in second-tier cities and have chosen to rent affordable apartments. With their average educations, they typically hold down modestly-paying jobs in the service sector. Although their neighborhoods are transient, where sixty% have lived at their residence for fewer than five years, they've managed to sink down roots quickly. They already have a large circle of friends and are active in community groups.

With most adults over 50 years old, these singles lead laid-back lifestyles. They are not quite done with the bar-hopping and club scene but they are done with trolling health clubs for jogging partners. Nor are they interested in taking singles' cruises or Caribbean getaways. Many spend a lot of free time in their apartments enjoying music, cooking, making crafts and painting. If they go out to eat, it's usually to a casual dining or bistro restaurant.

In the marketplace, their low incomes and few income-producing assets make them value-conscious shoppers. They shop at discount department stores known for their wide selections and low prices. They drive small and mid-sized economy cars, typically buying used models made in the US or internationally. They also make a strong market for craft and hobby stores. They are adept adopters for most technology products and they have little interest in conspicuous consumption, which is reflected in their traditional tastes.

Nevertheless, Bohemian Groove households value their individuality and will express it both in the shopping mall and inside the election booth. They tend to be Democrats, although 60% aren't registered with any party and they often have mixed views on hot-button social issues. Many serve as influencers, particularly in the area of health and nutrition. They often prefer alternative medicine to traditional doctors. They consider themselves healthy and try to exercise regularly.

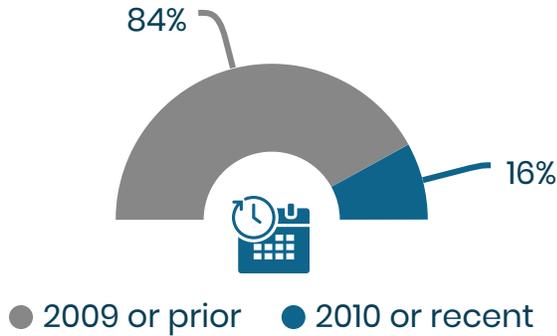
Bohemian Groove households are also an eclectic media market. Many are information hounds who read a daily newspaper and many are receptive to learning about brands while streaming movies and television shows online. They also tend to be more open to mobile display advertisements and are more apt to pay attention to online video ads. They are variety-driven and quick to try products when incentivized. Messages can be used that positions brands as cutting edge and iconic to engage these consumers.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Full Steam Ahead | O50

Lifestyles and Housing Preferences | National Averages

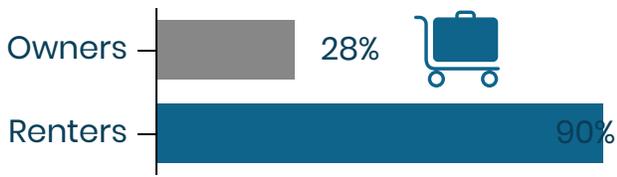
Units by Decade Built



Households by Tenure



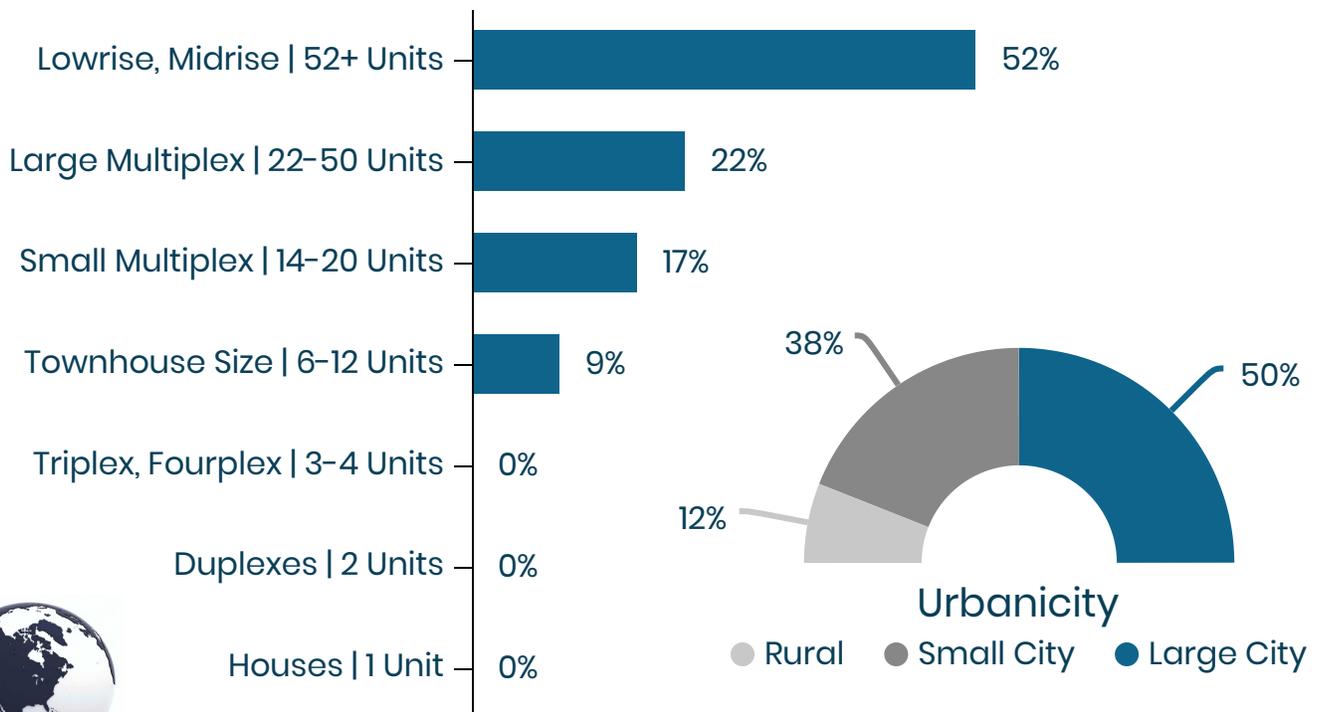
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Full Steam Ahead, Singles | O50

Younger and mid-aged singles, ambitious and gravitating toward second-tier cities

After they finished college, America's singles used to gravitate to funky apartments in dicey neighborhoods of major metropolises. Today, Full Steam Ahead have taken a detour to second-tier cities and their suburbs in the West and South where they find cheaper housing, less crime and fewer of the hassles associated with dense, urban living. These singles are relatively young, unattached and well-educated. Predominantly transient, they've settled in high-rise and garden-style apartments near jobs, bars, health clubs and music stores. Many work in blue-collar and entry-level positions in various industries where they earn modest incomes but gain plenty of experience at the start of their careers. Without mortgages or children to raise these households have the freedom to spend their first paychecks on nightlife, new technology and faster online services, so they can find even better jobs and apartments. About 90% of these mobile singles have lived at the same address for less than five years.

Over 75% of the head-of-householders are unmarried and are pursuing young and active lifestyles. A disproportionate number spend their leisure time engaged in aerobic sports like jogging, swimming and lifting weights. These educated households like nightlife and go to plays, movies and adult education classes. They also have a creative streak, with many playing musical instruments, painting and taking their photography seriously. They also enjoy cooking on their own and experimenting with different ingredients for fun. Self-described early adopters, they like to try new foods, experiment with new clothing styles and pick up the latest consumer electronics, and will pay almost any cost.

For many Full Steam Ahead households, shopping is done primarily online. They'll often go online to plan a shopping excursion with a friend, ever in search of the latest trends and newest products. They'll browse a lot to make sure they get good value, but they are not so price-conscious that they won't splurge on the perfect pair of boots or sunglasses. These shoppers can usually be found in upscale mall retailers and hip boutiques. Although they have their favorite stores and labels, they are always up to try a hot new store.

Full Steam Ahead households are online all day with their mobile devices and are too progressive for most traditional media sources. They only sit still for a video game or to surf the web; and newspapers and magazines are relics from the last century. However, they do make an exception for gaming magazines. They have only average consumption patterns for broadcast television and radio programming, but they are streaming their favorite shows at a rate nearly double the average. They like reality television shows targeted to their young-and-single demographic, now preoccupied with social outings, working, eating, and dieting. These party creatures like a wide range of music on their favorite internet radio apps, and they listen to everything from classical music to hip-hop. Full Steam Ahead households are Millennials raised on the internet, and it's their chief source of entertainment. They go online to play games, share tracks and check out social media profiles of new friends and acquaintances.

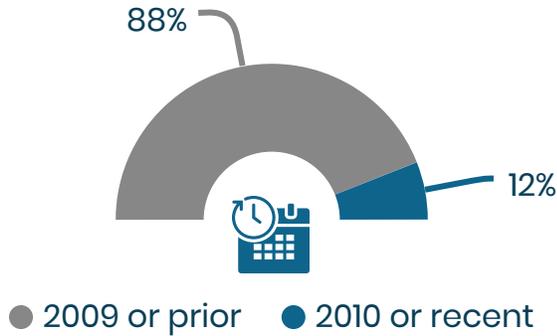
Although these households have progressive attitudes about society, only half have taken the time to voice that opinion at the voting booth. Few would dispute that they are lefties and pro-environment and pro-Democratic Party to support progressive social issues. Again, some are too preoccupied or just not interested to actually register to vote. However, those who are engaged are active in their communities and will volunteer for good causes. They worry about the future and they want to make their lives better.

These households can be reached digitally with online video ads, radio, and mobile displays. The most effective messages exemplify the variety of novelty options for these eclectic households; and will resonate with their desire to move upward in status both at work and socially. Again, these households are price-conscious given their entry-level incomes so price competitively and offer savings earning deals.

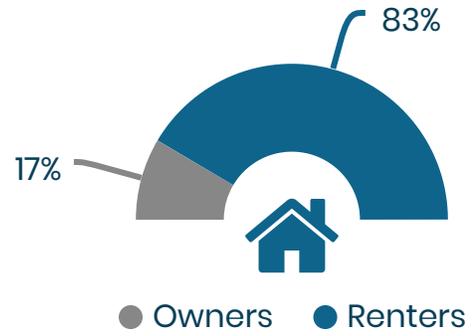
College & University Affiliations | O53

Lifestyles and Housing Preferences | National Averages

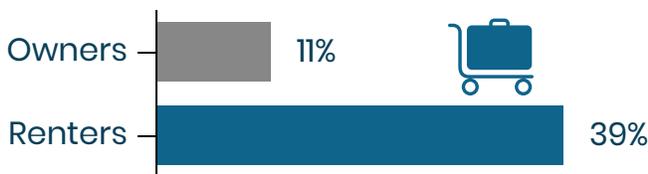
Units by Decade Built



Households by Tenure



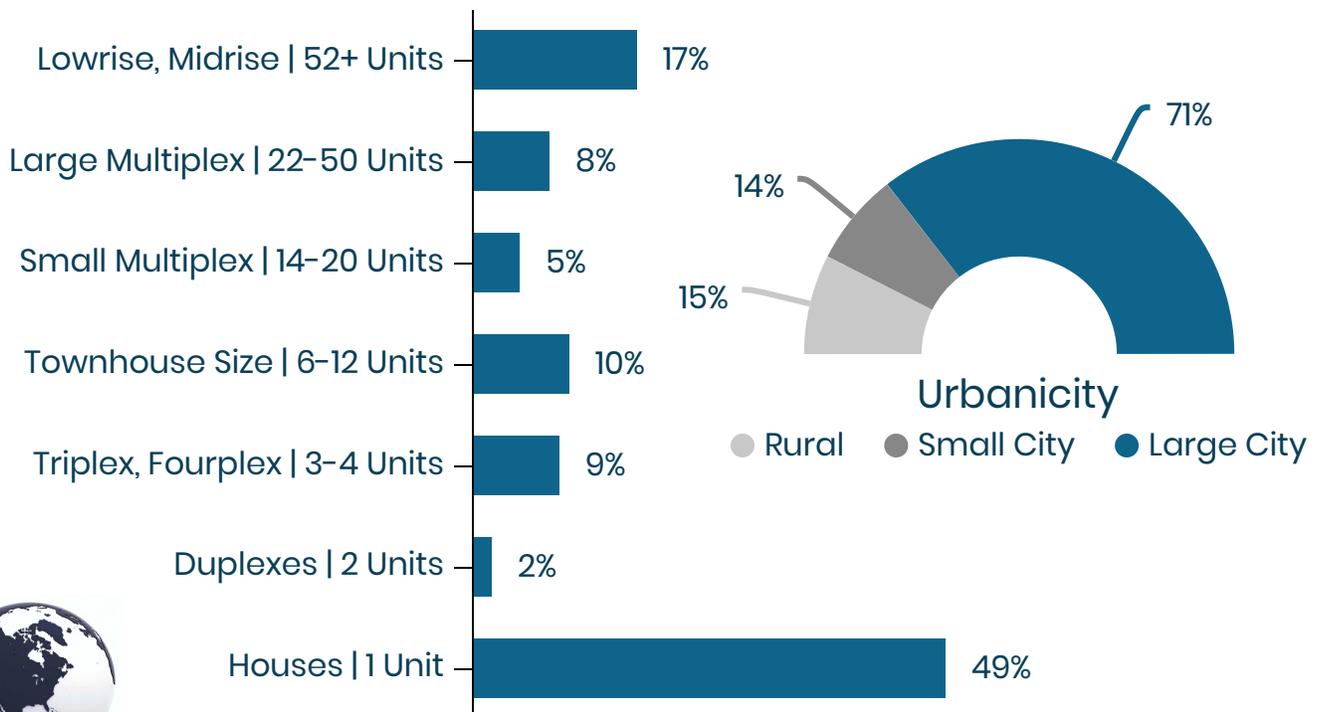
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



University & College Affiliates | O53

Recent graduates, entrenched alumni, junior faculty, and campus staff in college towns

University & College Affiliates ("Colleges and Cafes") live almost exclusively in university towns, but these residents aren't all college alumni who can't bear to leave their old stomping grounds. Some of these young singles are also support staffers who work on campus or in entry-level jobs close to schools. They tend to be Millennials under the age of 35 years with college degrees. Although they have mixed employment, most of these households have moderate incomes and pay modest rents in older, low-rise apartment buildings. The transient nature of campus communities is reflected in the fact that a majority of residents have been at the same address for fewer than five years. Some stick around for the lively street scene filled with funky clothing boutiques, raucous pizza joints and used bookstores. Others are considering applying for an advanced degree.

The diverse University & College Affiliate households have wide-ranging lifestyles. They live for the journey and are enthusiastic about trying new things. There are households that are into foreign films and classical music concerts and those that visit state fairs and go target shooting. All of these young households are into working out and enjoying weekend games of pickup football and basketball. Most of the residents don't earn much money. Nearly 75% don't own cars, but they enjoy shopping for designer fashion or the latest consumer electronics. Many shop at discount clothiers and get by on fast food and supermarket takeout. With many of these young households lacking advanced cooking skills, they admit that their favorite cuisine is often fast food although they like the trend of healthier fast food options.

When it comes to media, University & College Affiliate households have varied preferences. They listen to a variety of musical genres, from traditional country and album-oriented rock to hip-hop and rhythm and blues. They are often too busy to sit down and watch television, but they do like keeping up with the latest entertainment news and watch animated shows and Millennial-targeted reality shows. They like reading magazines, and their favorite publications run the gamut from travel to sports. Not surprisingly, they have deep connection with digital media. Because so many go online through their cell phones, these households tend to use the internet to email or instant messaging friends, rather than an entertainment channel for downloading music and gaming.

These households are receptive to brands engaging them when they go to stream their favorite television shows. They are also open to learning about brands via online display and video. This is also an email-receptive market that uses coupons or brand announcements in their e-inbox to inform their online and offline shopping.

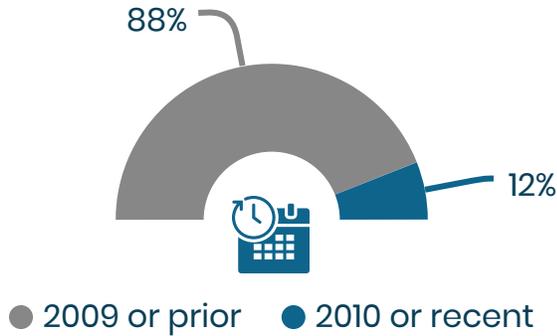
For political analysts, they households can be difficult to read. These households tend to have little participation in the electoral process; half have failed to register to vote. They tend to be liberal in their outlook, though their positions are all over the ideological map. Considering their limited budgets, they are unexpectedly generous with charitable donations of time as well as money. They give to religious organizations and are also likely to volunteer and give to social welfare causes.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

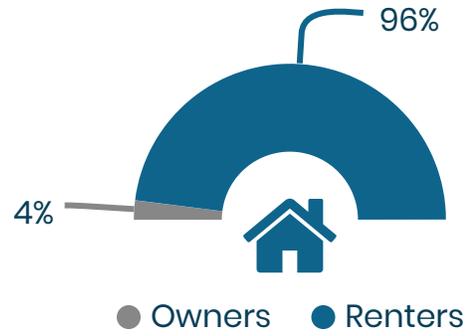
Striving Single Scene | O54

Lifestyles and Housing Preferences | National Averages

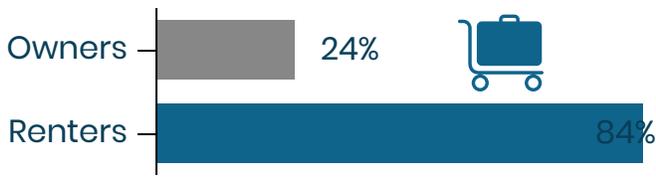
Units by Decade Built



Households by Tenure



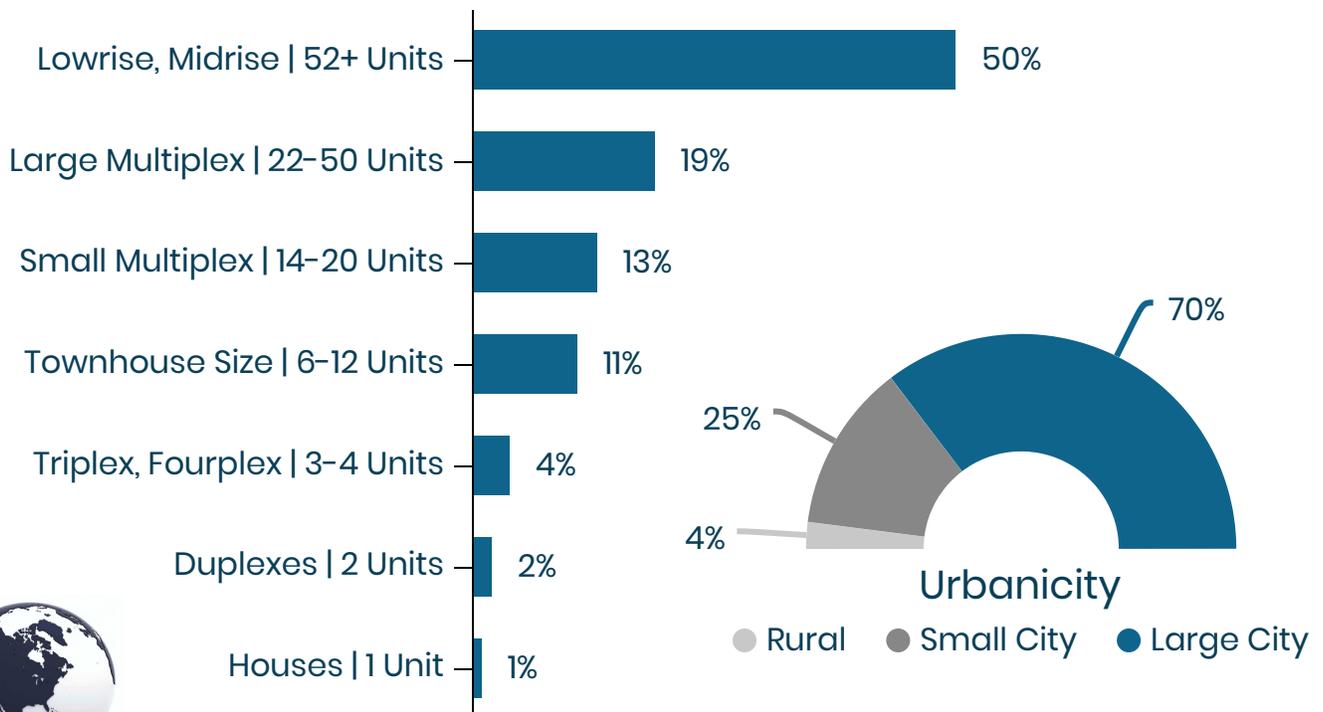
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Striving Single Scene | O54

Young singles and city dwellers, well-educated, upwardly mobile, career-driven

Striving Single Scene households have the largest share of singles across the nation, and it represents a way station for young city singles before they marry, settle down, and start families. Found in big cities throughout the South and Midwest, these mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they are happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters.

These young striving singles lead entertainment-intensive leisure lives. They like to go out at night to clubs and concerts. They travel to beaches and they make it a habit to visit a new destination every trip. They like to take adult education courses to make new friends as much as to improve their skills in painting and photography. They try to look their best by working out regularly and taking aerobics and yoga classes. In their apartments, they'll relax with a book, invite friends over for dinner or listen to pop, rhythm and blues, or hip-hop on their favorite radio apps. Having integrated the internet into their lifestyle, they frequently go online to download music, watch videos and play games.

Most of these consumers can't afford high-end stores, but that doesn't stop them from national brand for special sales. They consumers like to stand out and typically buy the latest fashion in season. Self-described early adopters, they enjoy trying out the latest smartphone or health food. That doesn't leave much money for savings, and these households don't often acquire investments, bank cash deposits, and insurance annuities. Instead, many are more concerned with paying down their student and car loans.

With their out-and-about lifestyle, Striving Single Scene households are moderate fans of traditional media, relying on the internet for the information those outlets provide. They've given up on newspapers and magazines, though they do keep up with current affairs and pop culture by visiting various news websites. They put in their ear buds to listen to radio stations on the way to work, and many support public radio. When they are not going out at night, they watch primetime television shows on networks. They turn to the internet to download music, stream videos or keep up their social media conversations with friends.

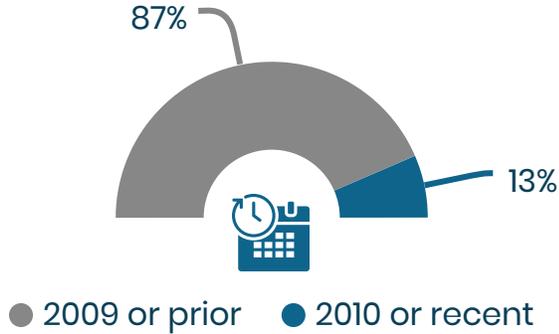
Striving singles are ambitious and spend a lot of time at work and want to advance as quickly as possible. While that doesn't leave them much free time, they still find ways to support liberal causes and tend to lean toward the Democratic Party. They have solid rates for registering to vote, and many are willing to volunteer for a good cause or a worthy protest if the issue moves them.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Family Troopers | O55

Lifestyles and Housing Preferences | National Averages

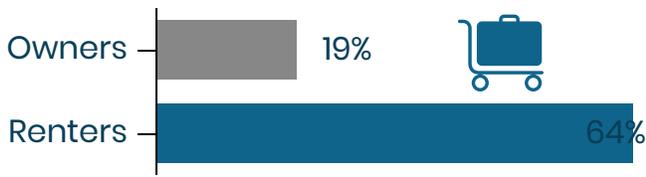
Units by Decade Built



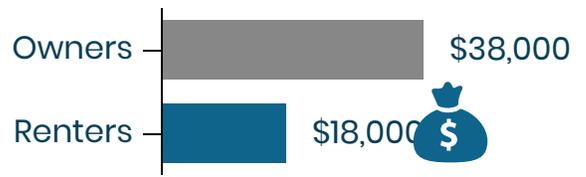
Households by Tenure



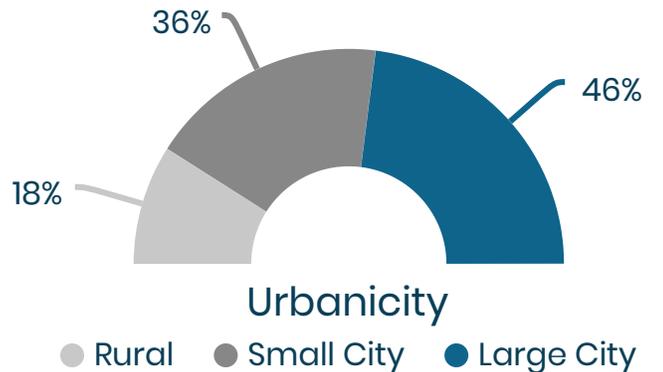
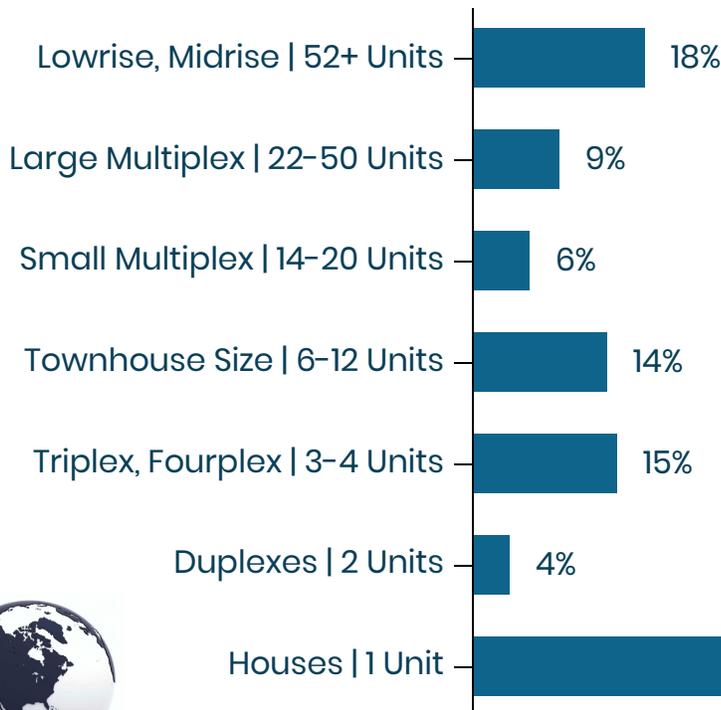
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Family Troopers | O55

Young families and single-parents with military affiliations, in many scattered locations

Family Troopers are found concentrated on and around military bases across the country, but they also reside in fringe cities and scattered locations across the nation. They are young families and single-parent households with adults holding ties to the Armed Forces. Some couples are living apart while one is posted at a base or overseas. Others are weekend warriors, dedicating one weekend a month to extended service. Others are career-oriented "lifers" and serving in many supporting roles.

Boasting the highest concentration of Generation Y's in the nation, they reflect an unusual portrait of America, with some of the nation's highest mobility rates. Almost half are raising children alone, which is among the highest rate in the nation. They are a lot like other young and moderate households. Educational achievement is below-average and incomes from Uncle Sam and the service industries around the bases are low. Few of these households can scrape together a down payment to buy a small rambler or ranch-style house at the lowest-end of the price spectrum. However, with their routine deployments to other bases and war zones, they are generally not interested in putting down roots when they'll be gone within a year or two anyway.

A soldier's paycheck doesn't allow for a cushy lifestyle. Among Family Trooper households, incomes do not fund much nightlife, dining out, or traveling on exotic vacations. With over 90% of these households including children, many devote their free time to entertaining their youngsters, taking them to zoos and theme parks, and buying them the latest toys and games. These households enjoy a lot of team sports like baseball and basketball. If they can line up a babysitter, the parents may go to a bar or movie, but white-tablecloth dining or an evening at the theater is generally out of the question. In these households, one weekend night is usually reserved for playing games or cards or watching a movie at home.

Family Troopers like to look sharp and shop for the latest clothing styles whenever they can. However, their thin wallets usually send them to discount department stores. They are more likely to buy toys for their children than for themselves, and they seldom purchase consumer gadgets or cool upgrades for their cars. In fact, they buy no new car makes at high rates. They do appreciate mobile technology and own smartphones and smart devices, which is sensible for households that could be shipped out at a moment's notice. New features of recent technology help hold them together.

Family Troopers like new media. They have only modest interest in magazines, preferring women's, entertainment or fashion magazines, and aren't partial to newspapers. They are big fans of television, especially the cartoons, music videos and fare on children-focused networks to watch as a family. They also like radio for the variety of music it offers; rhythm and blues, alternative rock, country, and hip-hop are favorites. However, their main form of entertainment is the internet. They go online for music, games, videos, and viewing social media profiles.

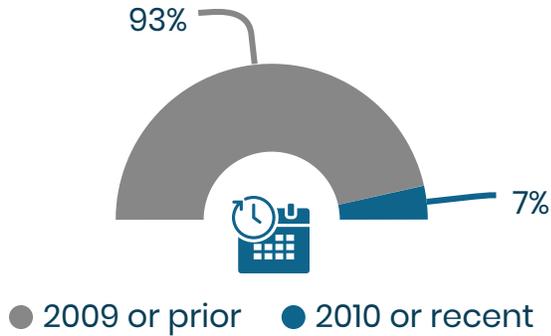
The political values of Family Troopers are still being formed. They are mostly apolitical and for the less than 30% who are registered to vote, they prefer to be called Democrats over Republican. They are into the here-and-now, with little concern about saving for the future, though they are not satisfied with their current standard of living. With their nomadic, high-stress jobs, many simply yearn for a more comfortable lifestyle.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

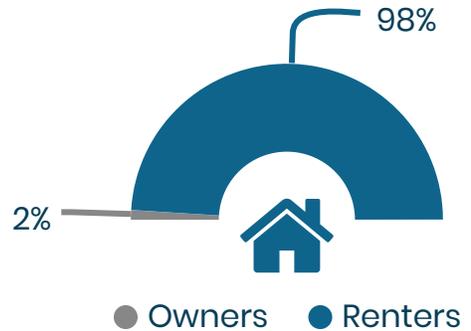
Striving Forward | P60

Lifestyles and Housing Preferences | National Averages

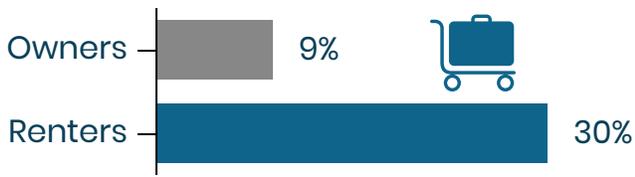
Units by Decade Built



Households by Tenure



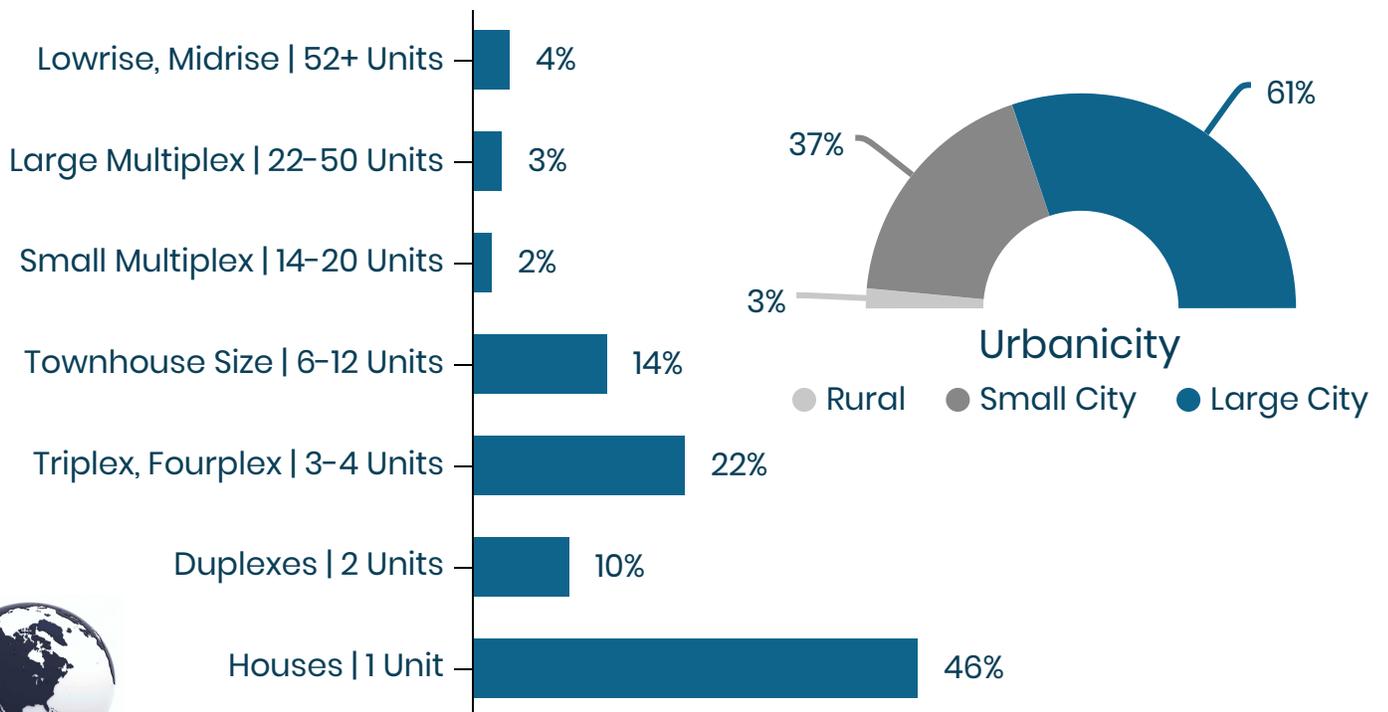
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Striving Forward | P60

Mid-aged families and single parents with modest incomes migrating into city gateways

Striving Forwards are families with a mix of single parents and couples with children living in moderate city neighborhoods. About 75% of these household members don't speak English. Many arrived at immigrant gateway communities in big cities in search of a better life. With below average educational attainment, and less than 30% have finished high school. They tend to earn low wages as blue-collar laborers or service-sector workers. Most can't afford to buy a home and they tend to live in inexpensive rental apartments in transitional neighborhoods. Almost 25% of these households move every year.

Striving Forward households have shallow pockets of disposable income, which provides for only modest lifestyles. When they are not working, the parents seek out child-oriented leisure activities that are affordably priced. They take their children to zoos and aquariums, and a big outing is a trip to a theme park. They admit to not exercising regularly and spend their evenings at home, cooking and listening to Latin music, watching television novellas and movies.

In the marketplace, these price-sensitive consumers look to shop at local stores and at discount departments stores where the clearance racks sag with merchandise. They frequent value-price retail chains and toy stores, where they indulge their children with games and dolls. They like to shop with their family, but they also enjoy just browsing to check out new stores and fashion. In these households, they make an effort for health by cooking with fresh ingredients they pick up from a local market or produce stand.

With nearly 90% of Striving Forward households are speaking Spanish at home, and they are an important market for Latin media, including movie channels and magazines. Relatively few have access to the internet, but those who do go online to visit websites with information on jobs and apartments and to keep in touch with friends through social media sites. At home, their radios are on all day, with Latin music providing the soundtrack to their activities.

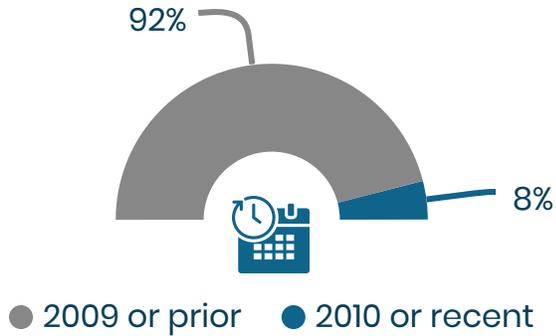
The moderate Striving Forward households are working long hours to slowly improve the lives of their families. Despite some financial challenges, they remain ambitious and optimistic. Most are family-oriented and fill their homes with vibrant food and art. They also express concern about the crime and pollution that are part of their neighborhoods. However, many seem to have apathy toward politics, with few registering to vote or joining a political party. They are more likely to trust their faith, church, and community than the politicians.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Humble Beginnings | P61

Lifestyles and Housing Preferences | National Averages

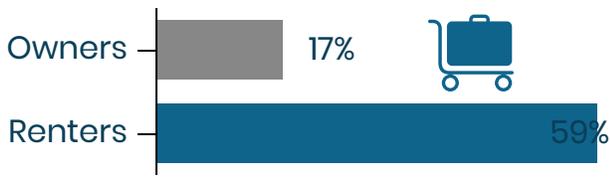
Units by Decade Built



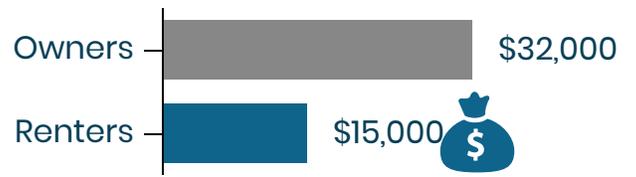
Households by Tenure



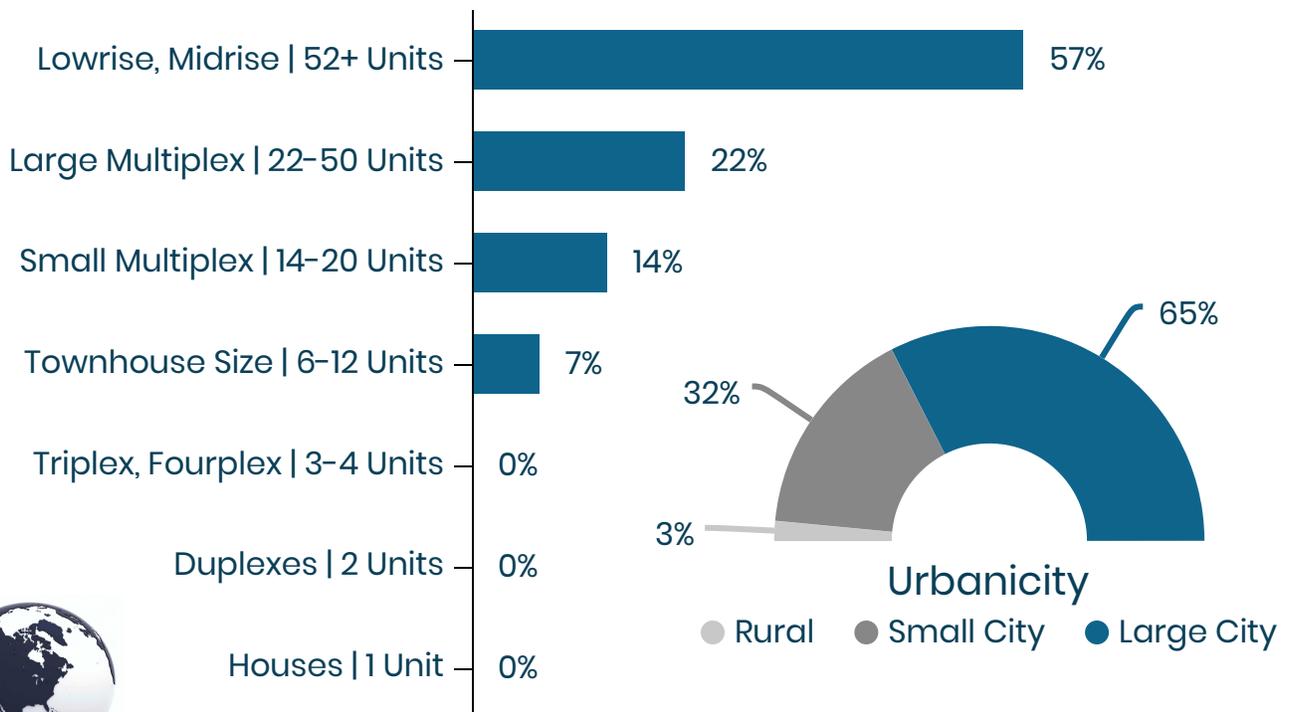
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Humble Beginnings | P61

Singles and single parent households with modest incomes in city apartments

Humble Beginnings are a diverse group of households among the nation's lower income households, and they are striving to make ends meet. They face many challenges, including low-to-moderate incomes, below average educational attainment, and entry-level jobs in the service sectors.

Most are single, but they are not alone. Nearly 75% of these households are single parents with their children, among the highest rates in the nation. Many are trying to raise children alone and on low incomes, tight budgets, and sometimes with language barriers.

With these demographics, Humble Beginnings typically live in crowded low-rise apartment complexes in cities throughout the West, Midwest, and Southern states. Rents are low and the streets are often lined with small factories and parking lots rather than schools and parks. For many, however, these units are all they can afford, though the hope is to move up and out as soon as possible. In this transient world, a majority of residents have lived at their current address for less than three years.

In Humble Beginnings, there's not a lot of money for active lifestyles. The adults pursue few leisure activities, other than the occasional movie or bingo game. They try to take their children to free activities, such as baseball and soccer at local parks, or an occasional excursion to the zoo. These families spend a lot of free time at home, where they listen to Latin music and watch Spanish television stations. They seldom travel.

These households find joy in consumption, but their shallow wallets consign them to discount stores and clearance racks in moderate stores. They frequent a range of clothiers, including dollar stores, discount stores, and chain department stores while reining in their desire to buy the latest fashions. To support family requirements, they will shop at discount toy stores. Few have much at the end of the month to devote to savings, so they have no investments and no interest-bearing bank accounts.

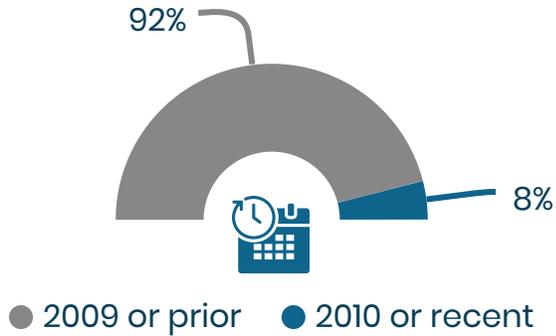
These households often carry debit and credit cards, but they also struggle to pay their monthly bills. Only 35% own a car, which is usually a used domestic subcompact. Their one splurge is consumer electronics. If they can't afford to take their children on fancy vacations, at least they can outfit their homes with large-screen televisions and discount electronic devices. Quite a few of them will pay for premium cable channels each month.

Humble Beginnings feel driven to succeed so they can impress their family and peers and afford to do more. They remain devoted parents who like to indulge their children and protect them from the harsher realities of crime and transient populations within their neighborhoods. While they are not very politically active, these residents do get involved in their church and community. They are willing to support a good cause if it will better their neighborhood and, more importantly, their own standard of living.

Senior Discounts in Towers | Q65

Lifestyles and Housing Preferences | National Averages

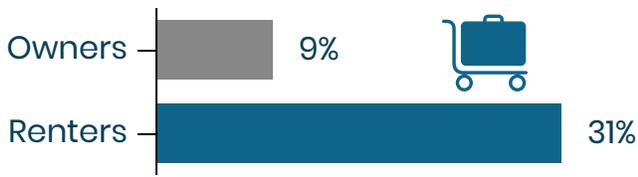
Units by Decade Built



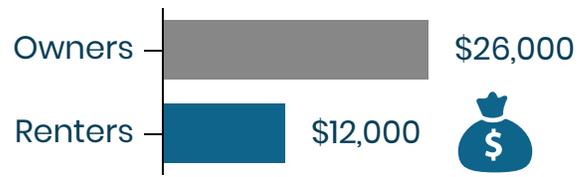
Households by Tenure



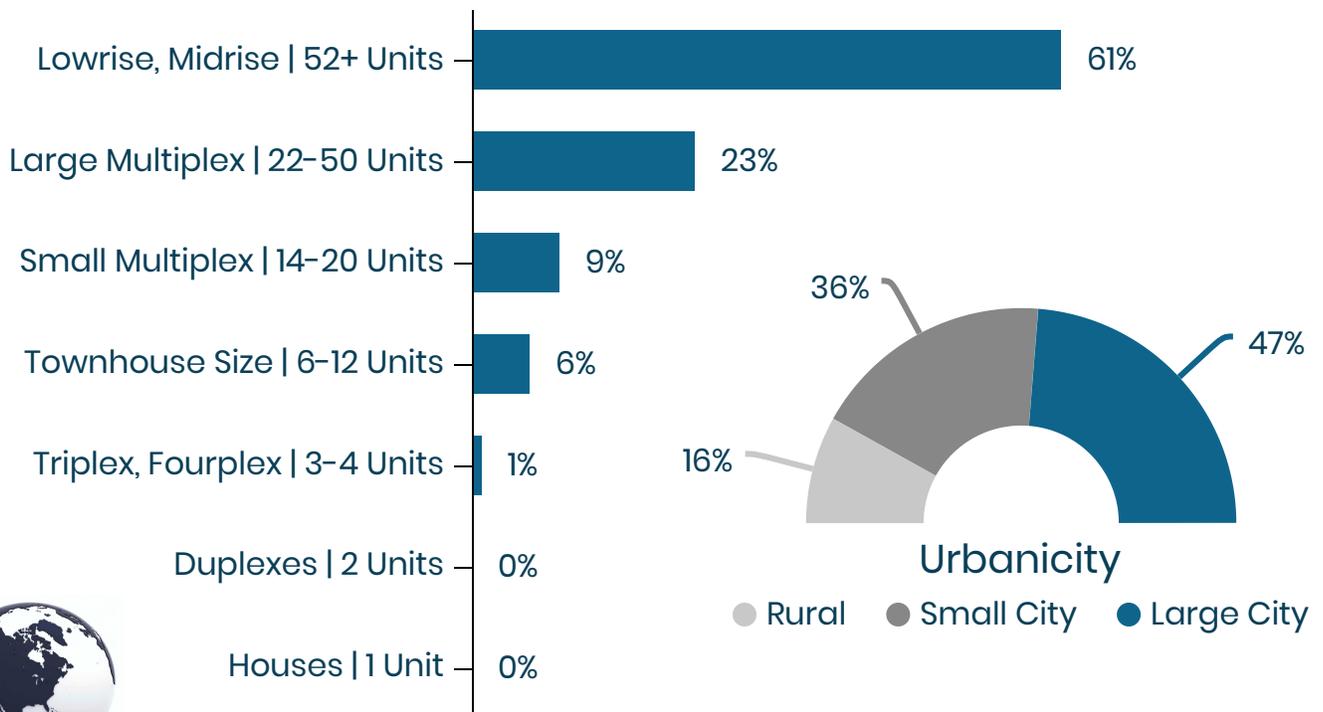
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Senior Discounts & Towers | Q65

Retirees settled in metro apartment communities living frugal, sensible lives

Senior Discounts & Towers are mostly seniors and some elderly residents on fixed incomes who have retired to city apartment buildings geared specifically for them. Most of these residents are over 75 years old, and they tend to seek out these apartments when they become widowed or can no longer cope with the maintenance of a home. While a large share has grown children and most are grandparents, their children are typically too far away or incapable of supporting them in their own homes. Still, despite modest incomes, these elderly residents express satisfaction with their life, have a circle of close friends and enjoy both hobbies and entertainment. They look for opportunities to improve their social life.

Senior Discounts & Towers are found all around the country, typically in metro communities that permit large, multi-unit apartment buildings. Many have moved in within the last seven years. Given their sometimes-dicey neighborhoods, they prefer the security of an apartment building, preferably with a doorman, to being on their own. Some can take advantage of rent-controlled rates and senior discounts to help stretch their budgets.

Many of these households have more active leisure lives. Surveys show that they go out regularly to see plays, attend classical music concerts and gamble at casinos. Their neighborhoods often feature a nearby senior center that offers bingo and exercise programs. At home, they enjoy reading and needlecraft, and some are active collectors of ornaments and porcelain figures. However, most Senior Discounts & Towers wouldn't qualify as sophisticated investors. Few have income-producing assets, and only a small share own stocks or bonds. Many get by on small pensions that supplement their Social Security checks.

As consumers, these older households are more concerned about discounts than designer labels. They tend to shop the same stores and wear the same styles for years. They'll go to both bargain and moderate retailers, though they typically head first to the clearance rack when arriving at a chain or department store. Occasionally, these shoppers will splurge on a high-quality outfit for a special event or when they want to make a statement. Functionality is the most important factor when they consider a purchase.

Spending a lot of time in their apartments, Senior Discounts & Towers are a traditional media market. They like to read newspapers and magazines, listen to golden oldies and classical music on the radio and watch a lot of television. Their favorite cable television channels provide mainstream movies and news; and many will verge on obsessive to watch favorite game shows and nightly newscasts. Although they do not often access the internet, they will go online to websites that offer health information, political news and sports standings featuring their favorite teams.

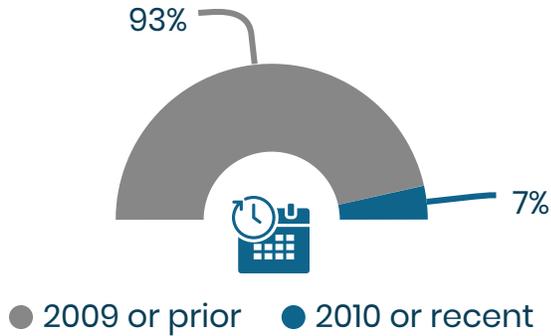
Senior Discounts & Towers are happy with their lives and cherish their families and friends. They like to meet new people, entertain them in their apartments and stay in touch with their far-away families. Faith is important to these seniors, who are active in their churches and synagogues. They are politically active as well, supporting mainly conservative social issues. Monitoring their health is important to these households, who watch their diets, take preventive medicine and listen to their doctors.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Dare to Dream | R66

Lifestyles and Housing Preferences | National Averages

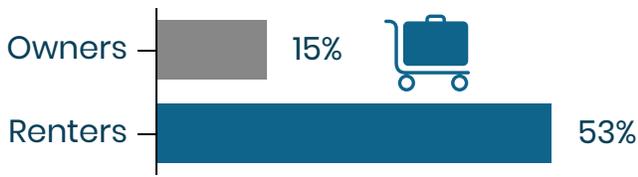
Units by Decade Built



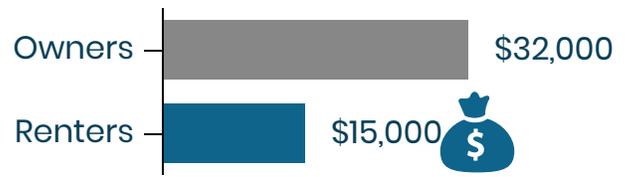
Households by Tenure



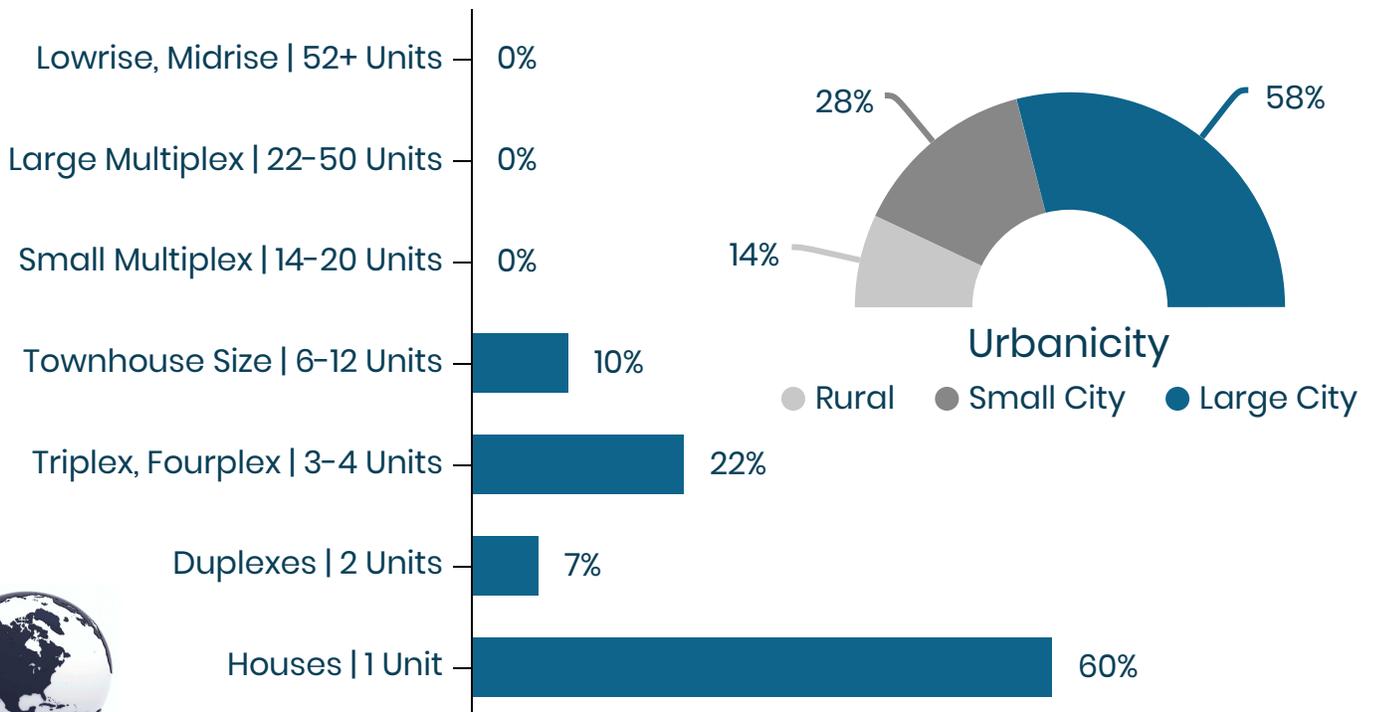
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Daring to Dream | R66

Young singles and single-parents with lower incomes starting out in city apartments

Daring to Dream households are one of the newest demographic trends in American households, including the decline of marriage among lower-income couples. These are singles, cohabitating couples, and single parents of limited means sharing low-rent city apartments. Among of the youngest households in the nation, more than half are under 35 years old. They do not consider marriage as the only path to forming a family.

These young households have low levels of educational attainment, and their rate of high school dropout is twice the national average. They tend to have low-paying entry-level jobs and some manage by sharing apartments to make ends meet. They tend to reside in older transitional neighborhoods scattered across the country; and most are living in buildings built prior to 1940. There are few amenities other than the inexpensive rent to entice these young, mobile singles to sink in roots, including nearly 60% have lived at their address for fewer than three years.

Daring to Dream spend a lot of their free time on the go. They hang out with friends at bars and nightclubs, head to movies and dance performances and catch a meal at casual restaurants. They'll kick back at their apartments to listen to music or throw a dinner party, always on the lookout for a new dish to try or drink to share. There's not a lot of money for travel, except for the virtual kind. These 20- and 30-somethings also enjoy playing video games, computer games and board games. If they want to work out, they'll bypass the health club in favor of a pickup game of soccer or basketball in a nearby park.

While their budgets may be tight, Daring to Dream households enjoy shopping, particularly for clothes. Although they like designer clothes and to keep up with the latest styles, they typically end up in discount departments stores, looking for chic styles on the clearance racks. Most are getting by without a car, but they will splurge on electronics. These music fans buy the latest devices to listen to their favorite music, including the latest in adult contemporary, pop music, and rhythm and blues. These households are relatively disconnected with traditional media, and a newspaper is rarely delivered to their doorsteps.

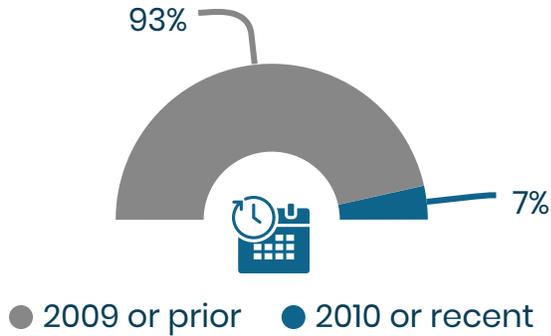
With few long-time residents in their neighborhoods, the Daring to Dream households often seem disconnected from their communities. They don't often vote or belong to a place of worship. Many simply want to get ahead, make more money and find a better place to live. They take adult education courses and talk about advancing their careers.

Original narrative by Experian Decision Analytics with refinements by LandUseUSA | Urban Strategies, with all rights reserved © 2019.

Tough Times | S71

Lifestyles and Housing Preferences | National Averages

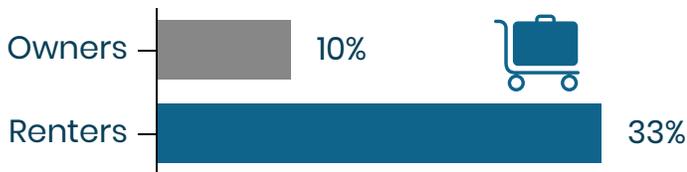
Units by Decade Built



Households by Tenure



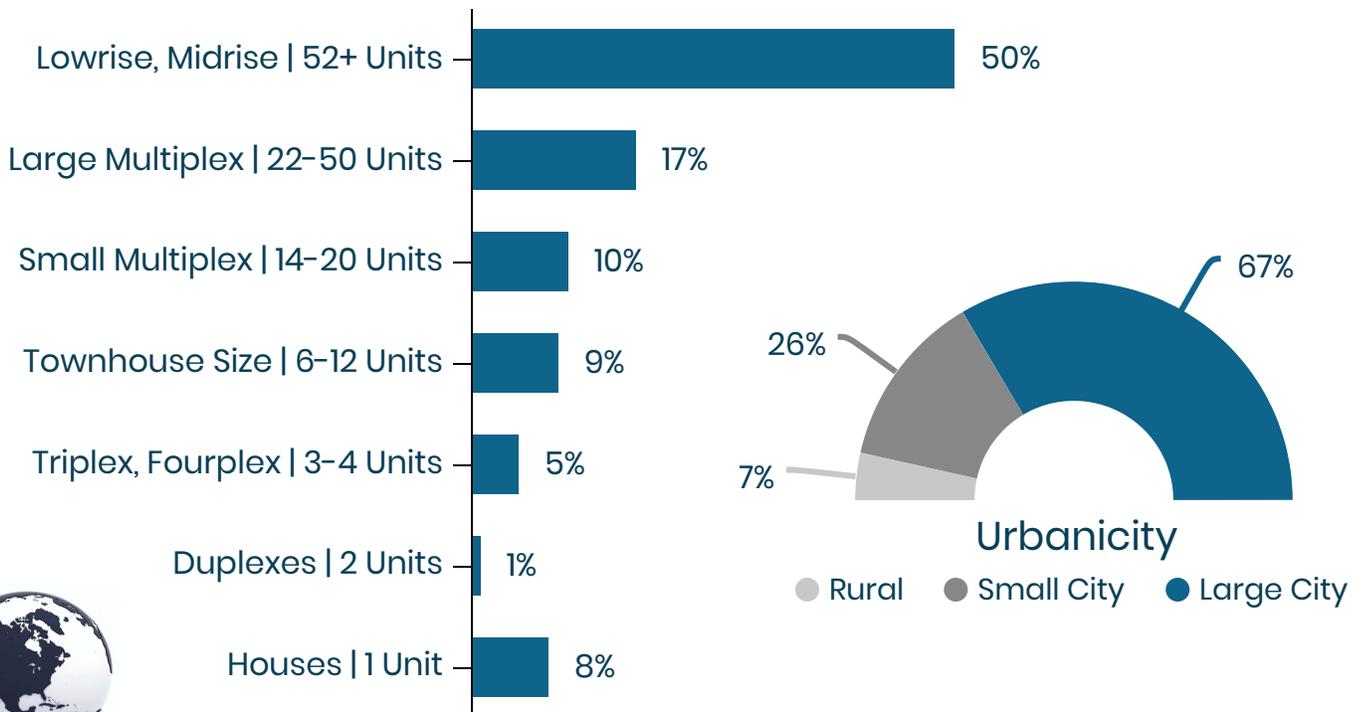
Share that Moves each Year



Median Household Income



Inclination for Units by Building Size and Urbanicity



Tough Times | S71

Older, lower-income singles typically concentrated in inner-city apartments

Tough Times are the most economic-challenged households and are usually found in aging city neighborhoods. Most of the adults are between 50 and 75 years and better; and they are usually living on their own as single, divorced, or widowed individuals. They have below-average educational achievement, and a high school diploma is the only degree achieved by 85% of these householders. They are just getting by on minimum wages, usually as service-sector workers. Fifteen% of the households include a retiree, increasing the number of residents getting by on fixed incomes. In Tough Times, a majority of householders report incomes that fall below the poverty line.

The neighborhoods of Tough Times are typically filled with urban and city apartment complexes. Many of these complexes were built in the urban renewal of the 1960s to 1980s, when tenement row houses in downtowns were bulldozed to create new housing for the poor and disadvantaged. Today, however, these buildings are often aging and the communities are not conducive for raising a young family. The majority of these households have lived at the same address for fewer than five years, and they will move if and when they can.

While Tough Times may be financially-challenged, these unattached singles still take advantage of city amenities. They regularly go out to local establishments and casinos. Many are culturally diverse households that enjoy listening to jazz music. They are unlikely to engage in outdoor sports like fishing and hunting, and prefer billiards halls and hanging out at local joints.

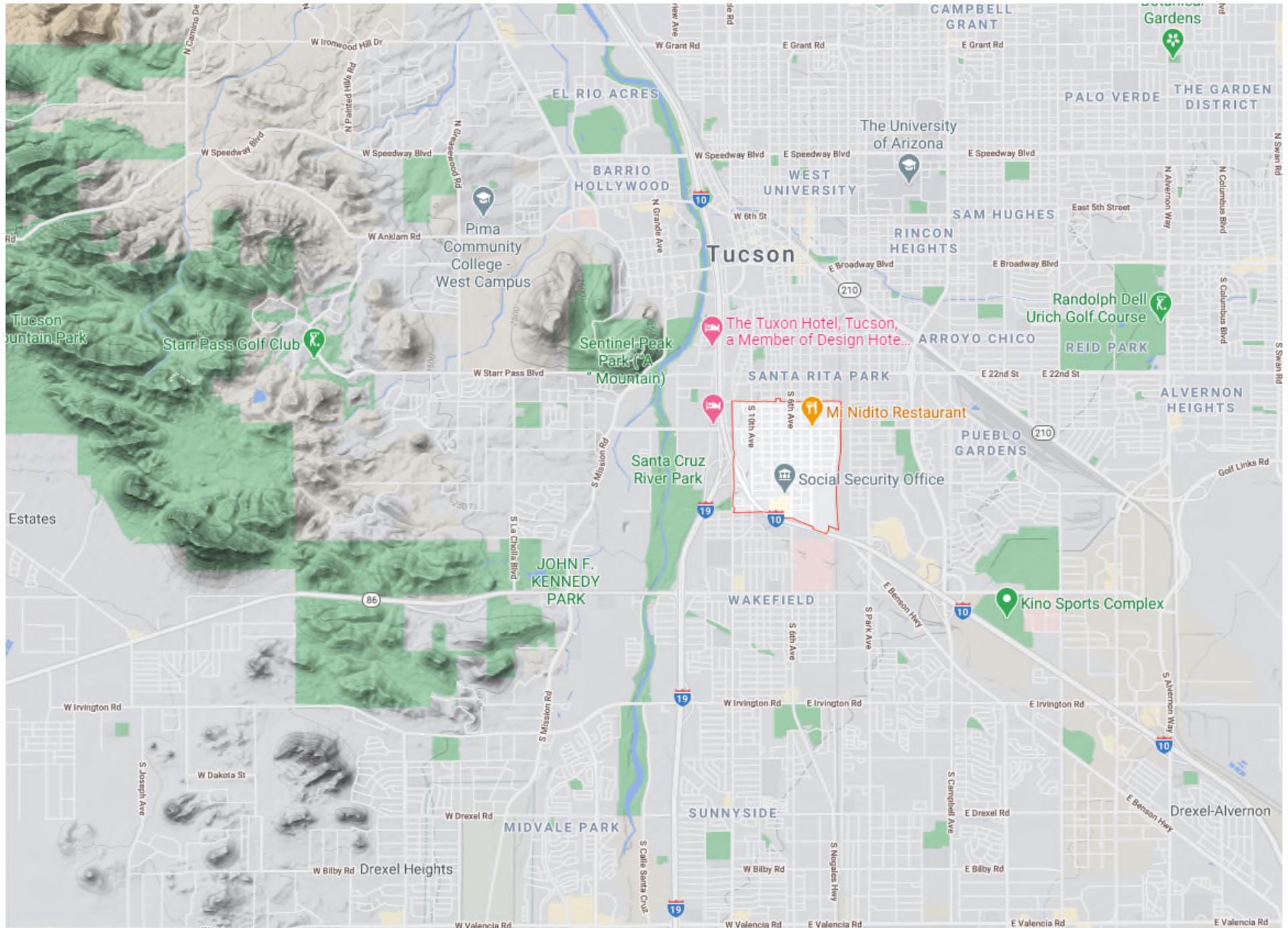
In the marketplace, these households struggle to improve on their low budgets. They often juggle credit cards to stay afloat, rarely paying off their balances each month. Because 75% do not own a car, they tend to shop at local stores within walking distance of their home. They enjoy shopping and keeping up with the latest styles, but are more likely to pick up necessities at dollar, value, and discount stores. With money tight, they rarely eat out, not even at fast food restaurants. Many would prefer to buy fresh foods at neighborhood markets for home cooking, but often settle for whatever they can afford at local markets and delis.

Limited means in Tough Times results in a selective media market. They are not big radio listeners due to their lack of cars to make a drive-time audience. Few afford to have a newspaper delivered to their apartments. However, they enjoy television, especially news programs, movies, dramas and sitcoms. While few go online, their interests are similarly eclectic in the digital world, including social networking, health, fantasy sports.

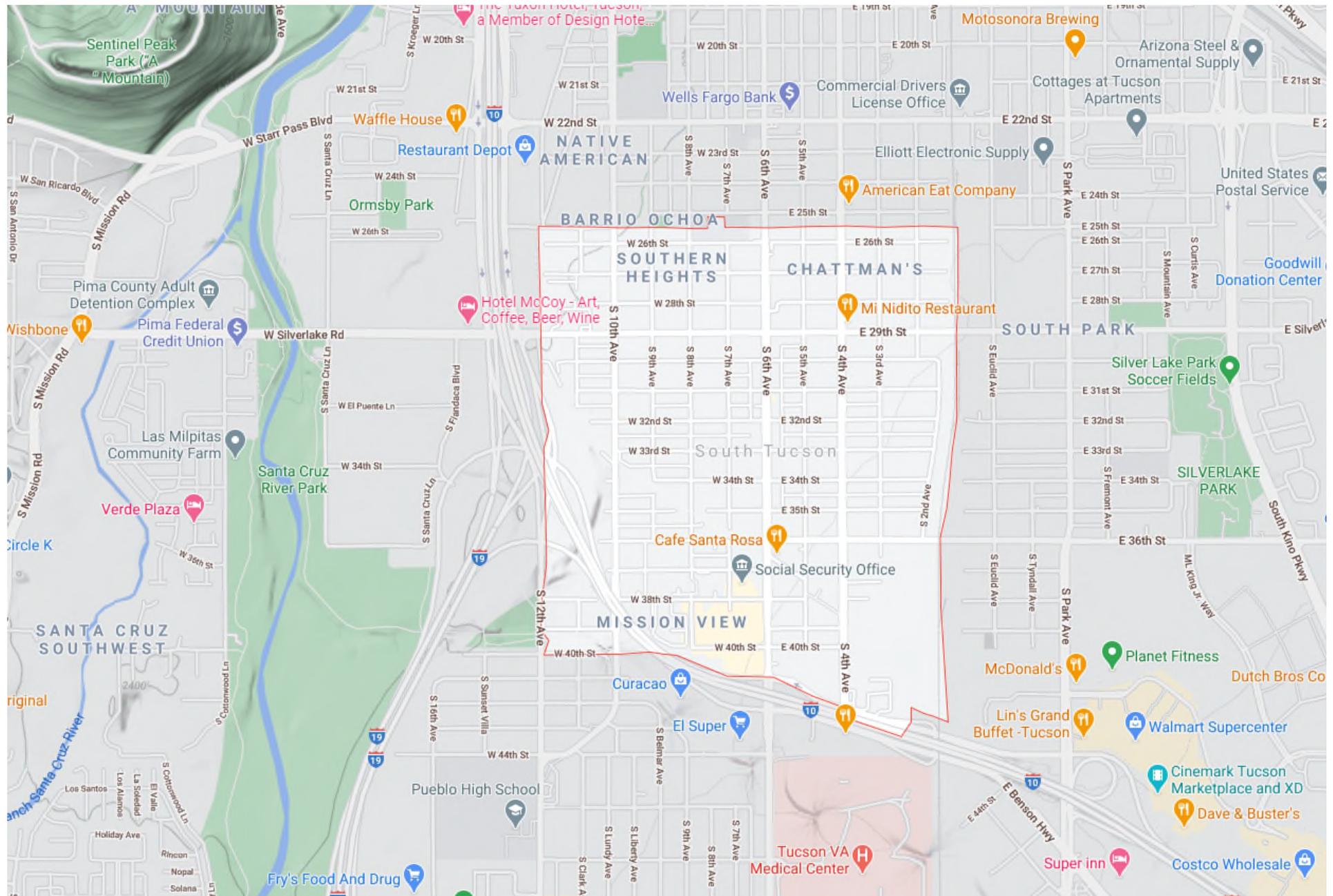
Tough Times households refuse to be defined by their economic circumstances. They are constantly looking for better jobs and they are trying to pursue meaningful lives that don't require a lot of money. Politically, they tend to be moderates who support the Democratic Party.

Section L

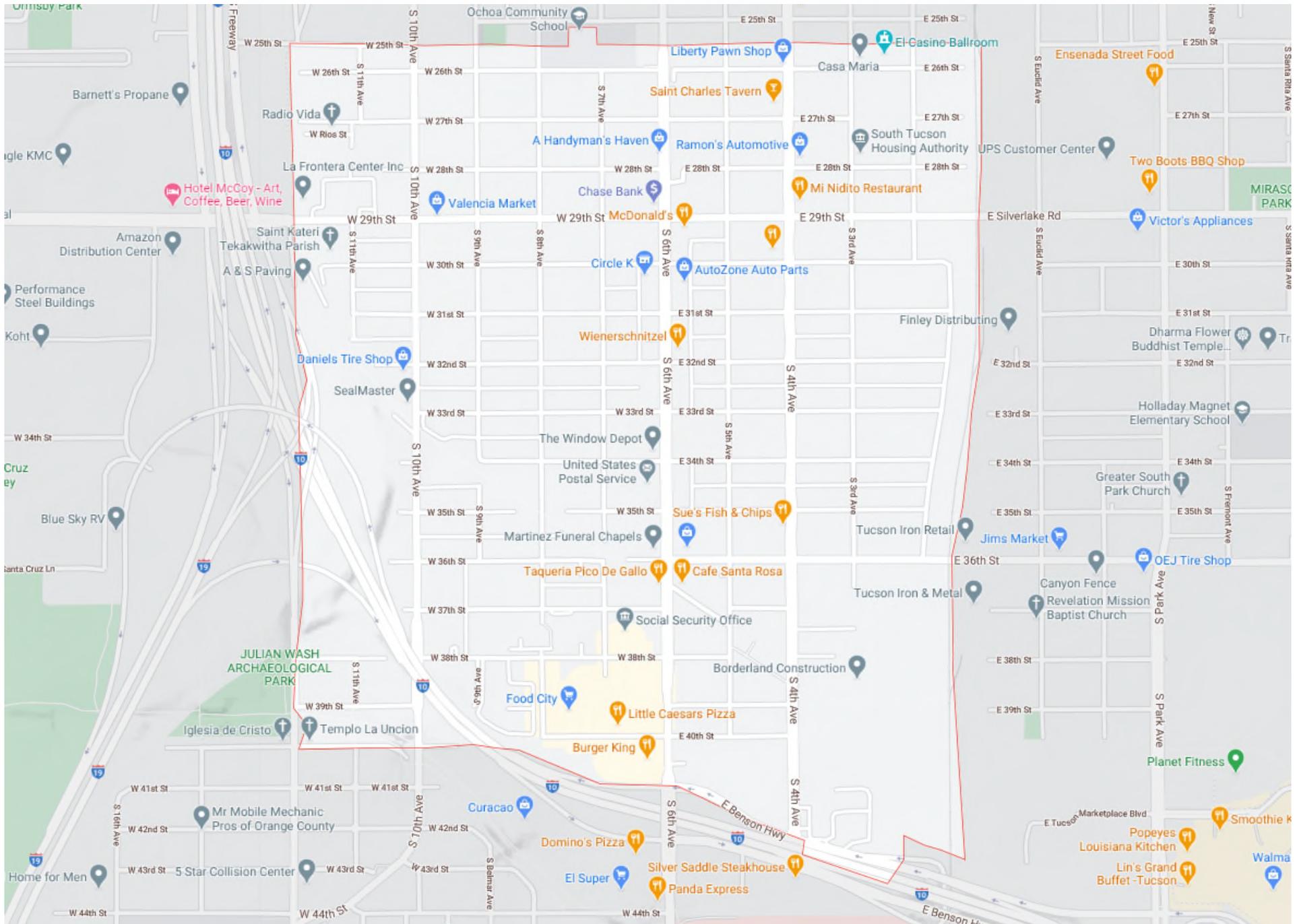
The City of South Tucson, Arizona



The City of South Tucson, Arizona



The City of South Tucson, Arizona



Residential Market Parameters The City of South Tucson, Arizona

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	1,340	33%	833	20%	978	22%	984	22%
Married, Spouse Absent	359	9%	317	7%	322	7%	332	7%
Divorced	584	15%	716	17%	823	19%	836	19%
Widowed	330	8%	238	6%	258	6%	260	6%
Never Married	<u>1,393</u>	<u>35%</u>	<u>2,148</u>	<u>51%</u>	<u>2,049</u>	<u>46%</u>	<u>2,088</u>	<u>46%</u>
Total Population Ages 15+	4,020	100%	4,252	100%	4,430	100%	4,500	100%
Married, Spouse Present	1,340	33%	833	20%	978	22%	984	22%
Single for Any Reason	<u>2,680</u>	<u>67%</u>	<u>3,419</u>	<u>80%</u>	<u>3,452</u>	<u>78%</u>	<u>3,516</u>	<u>78%</u>
Total Population Ages 15+	4,020	100%	4,252	100%	4,430	100%	4,500	100%

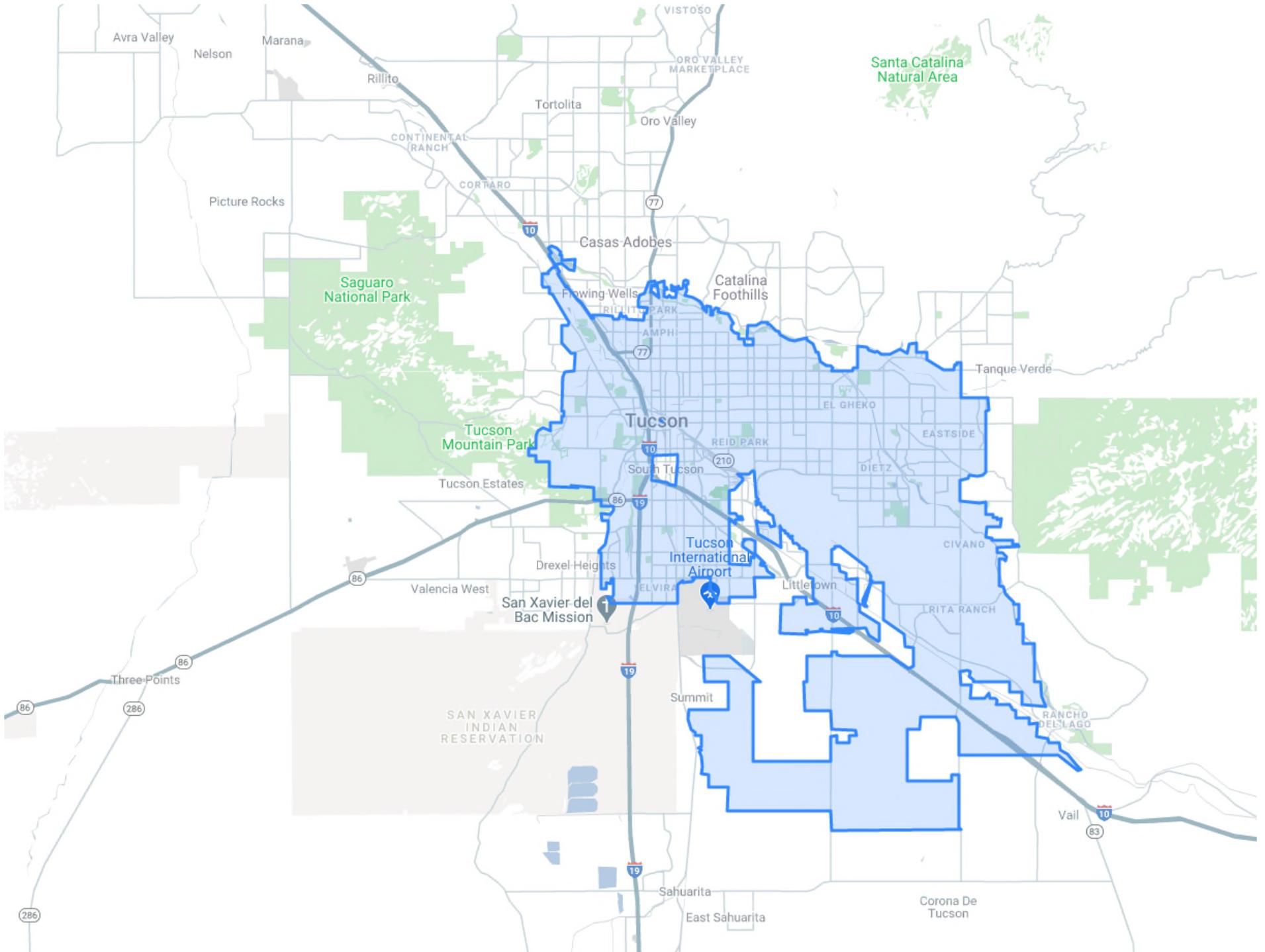
Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

Residential Market Parameters The City of South Tucson, Arizona

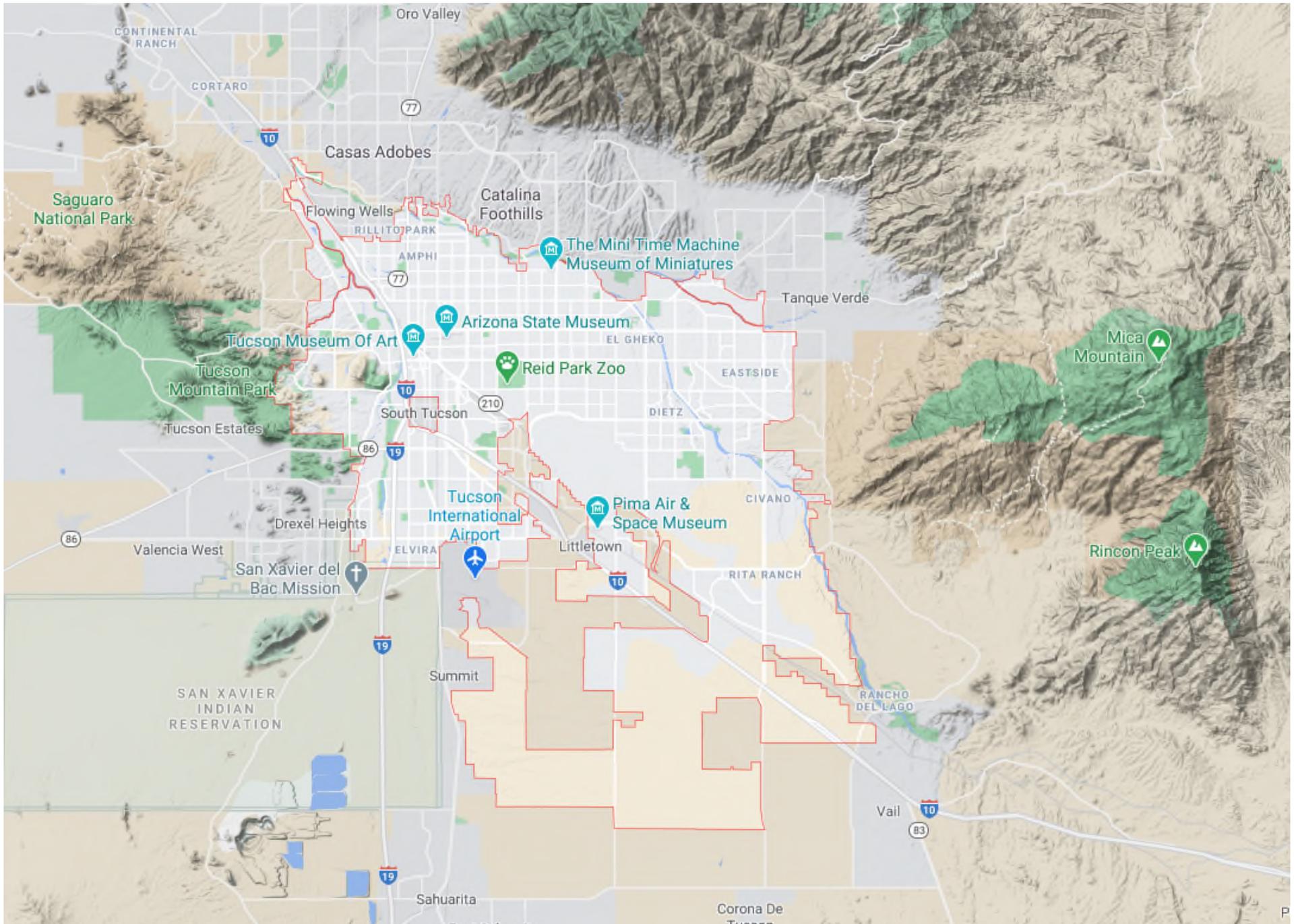
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Households by Income								
\$0 - \$15,000	912	50%	732	40%	623	33%	564	29%
\$15,000 - \$24,999	249	14%	442	24%	448	23%	436	22%
\$25,000 - \$34,999	226	13%	193	11%	206	11%	214	11%
\$35,000 - \$49,999	231	13%	225	12%	260	14%	261	13%
\$50,000 - \$74,999	114	6%	136	7%	219	11%	235	12%
\$75,000 - \$99,999	24	1%	38	2%	64	3%	96	5%
\$100,000 - \$149,999	23	1%	51	3%	72	4%	110	6%
\$150,000 +	<u>16</u>	<u>1%</u>	<u>9</u>	<u>0%</u>	<u>17</u>	<u>1%</u>	<u>28</u>	<u>1%</u>
Total Households	1,808	99%	1,826	100%	1,909	100%	1,944	100%
Average Hhld Income	\$24,917	.	\$27,663	.	\$32,721	.	\$38,420	.
Median Hhld Income	\$14,699	.	\$18,100	.	\$21,676	.	\$24,116	.
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Housing Units								
Owner Occupied Units	.	.	662	36%	623	33%	627	32%
Renter Occupied Units	.	.	<u>1,164</u>	<u>64%</u>	<u>1,286</u>	<u>67%</u>	<u>1,317</u>	<u>68%</u>
Total Occupied Units	2,056	100%	1,826	100%	1,909	100%	1,944	100%
Total Occupied Units	1,808	88%	1,826	85%	1,909	87%	1,944	87%
Total Vacant Units	<u>248</u>	<u>12%</u>	<u>310</u>	<u>15%</u>	<u>292</u>	<u>13%</u>	<u>301</u>	<u>13%</u>
Total Housing Units	2,056	100%	2,136	100%	2,201	100%	2,245	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

The City of Tucson, Arizona



The City of Tucson, Arizona



Residential Market Parameters The City of Tucson, Arizona

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	161,533	42%	150,837	36%	148,716	33%	150,382	33%
Married, Spouse Absent	19,551	5%	22,334	5%	23,186	5%	23,756	5%
Divorced	50,068	13%	60,379	14%	63,540	14%	64,526	14%
Widowed	24,817	7%	21,887	5%	25,746	6%	26,087	6%
Never Married	<u>124,947</u>	<u>33%</u>	<u>164,083</u>	<u>39%</u>	<u>184,198</u>	<u>41%</u>	<u>188,222</u>	<u>42%</u>
Total Population Ages 15+	381,157	100%	419,521	100%	445,386	100%	452,973	100%
Married, Spouse Present	161,533	42%	150,837	36%	148,716	33%	150,382	33%
Single for Any Reason	<u>219,624</u>	<u>58%</u>	<u>268,684</u>	<u>64%</u>	<u>296,670</u>	<u>67%</u>	<u>302,591</u>	<u>67%</u>
Total Population Ages 15+	381,157	100%	419,521	100%	445,386	100%	452,973	100%

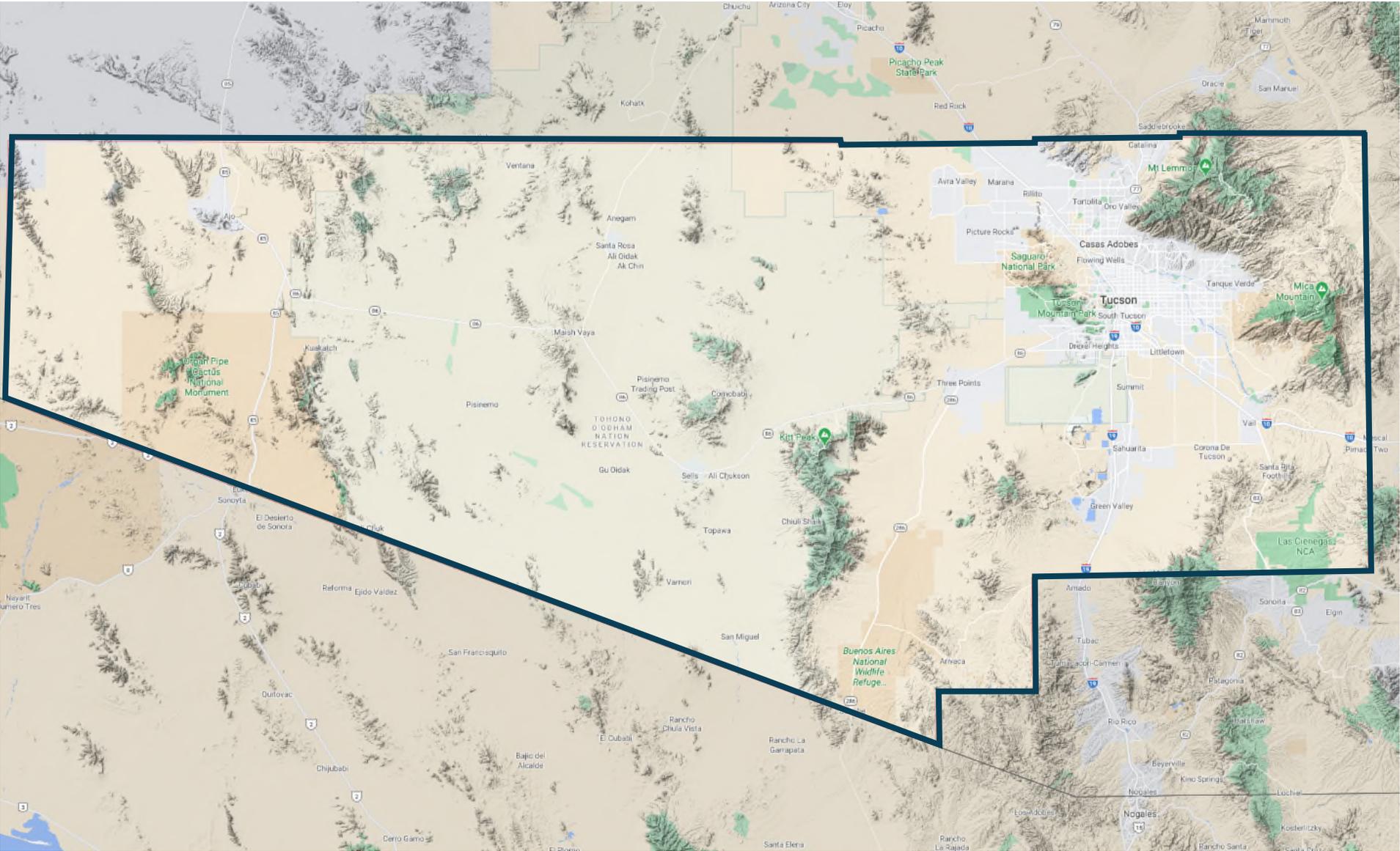
Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

Residential Market Parameters The City of Tucson, Arizona

	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Households by Income								
\$0 - \$15,000	41,939	22%	38,718	19%	34,918	16%	30,205	14%
\$15,000 - \$24,999	34,752	18%	31,438	15%	27,763	13%	25,579	12%
\$25,000 - \$34,999	31,480	16%	29,055	14%	24,411	11%	22,768	10%
\$35,000 - \$49,999	33,376	17%	34,048	17%	31,963	15%	29,915	14%
\$50,000 - \$74,999	29,477	15%	34,358	17%	41,992	19%	41,060	19%
\$75,000 - \$99,999	11,956	6%	17,909	9%	23,682	11%	28,628	13%
\$100,000 - \$149,999	6,656	3%	14,140	7%	19,989	9%	27,389	12%
\$150,000 +	<u>3,201</u>	<u>2%</u>	<u>6,038</u>	<u>3%</u>	<u>10,862</u>	<u>5%</u>	<u>14,715</u>	<u>7%</u>
Total Households	192,841	100%	205,704	100%	215,578	100%	220,259	100%
Average Hhld Income	\$40,334	.	\$50,283	.	\$59,796	.	\$68,839	.
Median Hhld Income	\$31,161	.	\$36,336	.	\$44,154	.	\$51,009	.
	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Housing Units								
Owner Occupied Units	.	.	107,143	52%	107,427	50%	109,477	50%
Renter Occupied Units	.	.	<u>98,561</u>	<u>48%</u>	<u>108,151</u>	<u>50%</u>	<u>110,782</u>	<u>50%</u>
Total Occupied Units	209,321	100%	205,704	100%	215,578	100%	220,259	100%
Total Occupied Units	192,840	92%	205,704	89%	215,578	90%	220,259	90%
Total Vacant Units	<u>16,481</u>	<u>8%</u>	<u>24,524</u>	<u>11%</u>	<u>23,042</u>	<u>10%</u>	<u>23,931</u>	<u>10%</u>
Total Housing Units	209,321	100%	230,228	100%	238,620	100%	244,190	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

Pima County, Arizona



Residential Market Parameters

Pima County, Arizona

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	329,817	49%	354,670	45%	366,191	42%	377,256	42%
Married, Spouse Absent	29,951	4%	36,085	5%	38,450	4%	40,022	4%
Divorced	80,138	12%	102,093	13%	114,107	13%	118,127	13%
Widowed	43,948	7%	45,851	6%	53,726	6%	55,548	6%
Never Married	<u>186,394</u>	<u>28%</u>	<u>255,142</u>	<u>32%</u>	<u>295,345</u>	<u>34%</u>	<u>306,816</u>	<u>34%</u>
Total Population Ages 15+	670,550	100%	793,841	100%	867,819	100%	897,770	100%
Married, Spouse Present	329,817	49%	354,670	45%	366,191	42%	377,256	42%
Single for Any Reason	<u>340,733</u>	<u>51%</u>	<u>439,171</u>	<u>55%</u>	<u>501,628</u>	<u>58%</u>	<u>520,514</u>	<u>58%</u>
Total Population Ages 15+	670,550	100%	793,841	100%	867,819	100%	897,770	100%

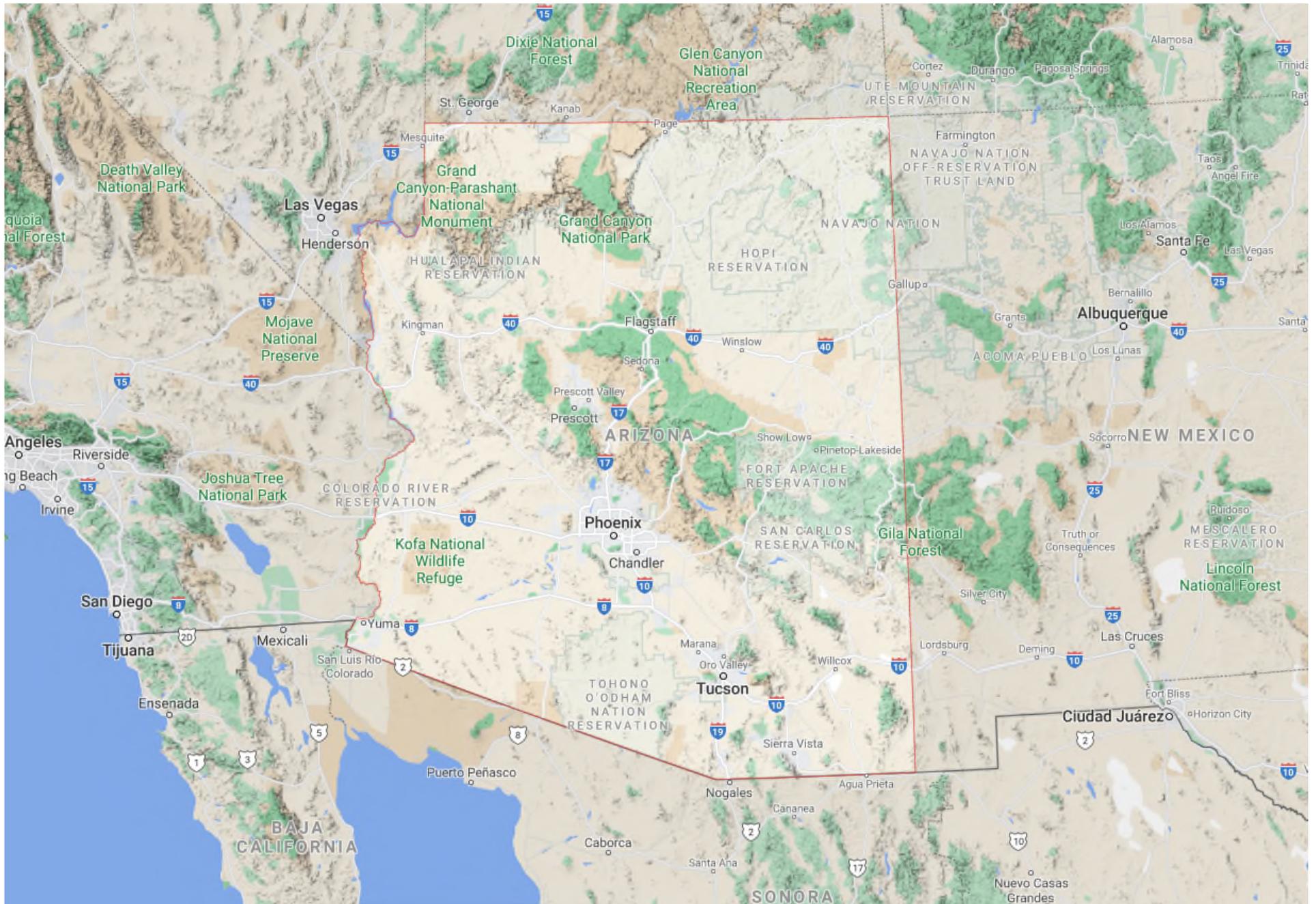
Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

Residential Market Parameters Pima County, Arizona

	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Households by Income								
\$0 - \$15,000	58,081	17%	55,987	14%	49,798	12%	42,624	10%
\$15,000 - \$24,999	51,179	15%	50,630	13%	43,978	11%	39,782	9%
\$25,000 - \$34,999	48,850	15%	47,393	12%	40,114	10%	36,911	9%
\$35,000 - \$49,999	57,739	17%	61,788	16%	56,445	14%	52,051	12%
\$50,000 - \$74,999	58,828	18%	69,128	18%	82,335	20%	79,275	18%
\$75,000 - \$99,999	27,888	8%	42,601	11%	53,364	13%	62,673	15%
\$100,000 - \$149,999	18,832	6%	39,545	10%	52,820	13%	69,321	16%
\$150,000 +	<u>11,112</u>	<u>3%</u>	<u>21,589</u>	<u>6%</u>	<u>37,354</u>	<u>9%</u>	<u>48,475</u>	<u>11%</u>
Total Households	332,341	100%	388,663	100%	416,208	100%	431,111	100%
Average Hhld Income	\$49,435	.	\$63,714	.	\$76,568	.	\$87,678	.
Median Hhld Income	\$36,821	.	\$44,015	.	\$55,108	.	\$64,510	.
	2000	2000	2010	2010	2020	2020	2025	2025
	Census	Share	Census	Share	Estimates	Share	Projections	Share
Housing Units								
Owner Occupied Units	.	.	248,973	64%	258,499	62%	268,150	62%
Renter Occupied Units	.	.	<u>139,690</u>	<u>36%</u>	<u>157,708</u>	<u>38%</u>	<u>162,961</u>	<u>38%</u>
Total Occupied Units	366,714	100%	388,663	100%	416,208	100%	431,111	100%
Total Occupied Units	332,341	91%	388,663	88%	416,208	89%	431,111	89%
Total Vacant Units	<u>34,373</u>	<u>9%</u>	<u>52,249</u>	<u>12%</u>	<u>51,302</u>	<u>11%</u>	<u>54,001</u>	<u>11%</u>
Total Housing Units	366,714	100%	440,912	100%	467,509	100%	485,112	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

The State of Arizona, Southwest United States



Residential Market Parameters The State of Arizona

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Marital Status								
Married, Spouse Present	2,053,911	52%	2,323,832	46%	2,576,332	44%	2,703,795	44%
Married, Spouse Absent	208,066	5%	235,341	5%	274,279	5%	290,385	5%
Divorced	440,865	11%	609,985	12%	733,479	13%	775,048	13%
Widowed	238,879	6%	274,540	5%	327,975	6%	345,395	6%
Never Married	<u>1,037,534</u>	<u>26%</u>	<u>1,590,270</u>	<u>32%</u>	<u>1,941,106</u>	<u>33%</u>	<u>2,062,653</u>	<u>33%</u>
Total Population Ages 15+	3,979,922	100%	5,033,968	100%	5,853,171	100%	6,177,276	100%
Married, Spouse Present	2,053,911	52%	2,323,832	46%	2,576,332	44%	2,703,795	44%
Single for Any Reason	<u>1,926,011</u>	<u>48%</u>	<u>2,710,136</u>	<u>54%</u>	<u>3,276,839</u>	<u>56%</u>	<u>3,473,481</u>	<u>56%</u>
Total Population Ages 15+	3,979,922	100%	5,033,968	100%	5,853,171	100%	6,177,276	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.

Residential Market Parameters The State of Arizona

	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Households by Income								
\$0 - \$15,000	284,014	15%	285,918	12%	280,704	10%	244,097	9%
\$15,000 - \$24,999	264,376	14%	268,919	11%	250,075	9%	227,782	8%
\$25,000 - \$34,999	265,634	14%	263,343	11%	248,077	9%	230,004	8%
\$35,000 - \$49,999	332,812	18%	377,587	16%	352,650	13%	330,535	12%
\$50,000 - \$74,999	364,993	19%	454,053	19%	520,608	19%	489,553	17%
\$75,000 - \$99,999	184,019	10%	289,672	12%	371,105	14%	427,718	15%
\$100,000 - \$149,999	131,040	7%	282,646	12%	390,996	14%	516,671	18%
\$150,000 +	<u>74,595</u>	<u>4%</u>	<u>158,863</u>	<u>7%</u>	<u>292,127</u>	<u>11%</u>	<u>384,886</u>	<u>13%</u>
Total Households	1,901,362	100%	2,381,002	100%	2,706,343	100%	2,851,247	100%
Average Hhld Income	\$53,934	.	\$70,047	.	\$83,825	.	\$96,108	.
Median Hhld Income	\$40,617	.	\$49,761	.	\$60,072	.	\$70,026	.
	2000 Census	2000 Share	2010 Census	2010 Share	2020 Estimates	2020 Share	2025 Projections	2025 Share
Housing Units								
Owner Occupied Units	.	.	1,571,696	66%	1,726,261	64%	1,821,305	64%
Renter Occupied Units	.	.	<u>809,306</u>	<u>34%</u>	<u>980,082</u>	<u>36%</u>	<u>1,029,941</u>	<u>36%</u>
Total Occupied Units	2,189,206	100%	2,381,002	100%	2,706,343	100%	2,851,247	100%
Total Occupied Units	1,901,362	87%	2,381,002	84%	2,706,343	88%	2,851,247	88%
Total Vacant Units	<u>287,844</u>	<u>13%</u>	<u>463,538</u>	<u>16%</u>	<u>384,405</u>	<u>12%</u>	<u>403,176</u>	<u>12%</u>
Total Housing Units	2,189,206	100%	2,844,541	100%	3,090,748	100%	3,254,423	100%

Source: Underlying data provided by the 2000 and 2010 US Census and American Community Survey through 2019. Analysis, projections, and exhibit prepared by LandUseUSA | Urban Strategies; 2021.